

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLV. NEW YORK, DECEMBER 2, 1903.

No. 10.

J. S. BRIGGS

Post Office, St. Louis, Mo.

Office of the Postmaster.

November 11th., 1903.

The Woman's Magazine,

8th. & Chestnut Sts.,

St. Louis, Mo.

Gentlemen:-

In reply to your inquiry, I beg to state that according to the records of this office, your mailings of the November, 1903, issue of the "Woman's Magazine" were as follows

Oct. 27,	17883	Lbs.
" 28,	18977	"
" 29,	18898	"
" 30,	18324	"
" 31,	14882	"
Nov. 2,	18882	"
" 3,	17035	"
" 4,	17474	"
" 5,	19134	"
" 6,	17750	"
" 7,	18424	"
" 8,	16695	"
" 9,	18289	"
" 10,	220913	"
Total,	1546891	copies.

Copies to pound

1546891 copies.

Respectfully,

*J. S. Briggs*  
Postmaster.

A LARGER  
PROVEN circulation  
than any other "one"  
Publication EVEN CLAIMS

## 1,500,000

Copies. No Other Publication Equals It.

A Larger PROVEN Circulation than Any Other One Publication  
EVEN CLAIMS.

### The Woman's Magazine

OF ST. LOUIS (World's Fair City), MO.

The  
**Christmas  
Number**



of the  
**New York**

**Herald**

**ADVERTISERS**

intending to take  
advantage of this  
opportunity are  
requested to  
send in their or-  
ders as early as  
possible.

will be published



**Sunday,  
Dec. 13.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 28, 1893.

VOL. XLV.

NEW YORK, DECEMBER 2, 1903.

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## A STEP FORWARD.

The Roll of Honor has entered its seventh page and now contains the descriptions and circulation figures of more than three hundred papers. It is evident that this department of PRINTERS' INK will be more extensively utilized at the beginning of the new year as a means of announcing circulation averages for 1903.

\* \* \*

The American Newspaper Directory is published annually, and its next issue will appear in April, 1904. Publishers who have a growing circulation to report and those who are now anxious to make the required statements for the Directory, find that the annual edition puts a long interval between circulation ratings.

\* \* \*

Those publishers who have been prevented from entering the Roll of Honor by reason of not having obtained for some cause a figure rating in the 1903 issue of the American Newspaper Directory, are especially loud in protest against a ruling which has so far excluded them from entering the Roll of Honor.

\* \* \*

Their protests have been considered and an amendment has been made in the rules which govern the Roll of Honor, whereby a paper may gain admission if the publisher is willing to send now a detailed and signed circulation statement to be used for entry in the 1904 issue of the American Newspaper Directory, or if he has already done so. Circulation statements so entered in the Roll of Honor will be designated by an asterisk (\*) placed after the Arabic figures. (See explanation at head of first page of the Roll of Honor.)

\* \* \*

This amendment was decided

upon after careful consideration. Some of the most prominent publishers and advertisers advocated the measure in emphatic terms. When it is taken into account that the Roll of Honor is primarily intended to be of practical value to the advertisers of the country, it is evident that as many publications as have the requisite qualification should be listed, and that every one willing to fulfill now the essential conditions which secure admission in this department should be eligible.

\* \* \*

It continues to be true that no amount of money can buy a place in the Roll of Honor for a paper not having the requisite qualification, that is, not having placed on file a detailed, signed and dated statement strictly conforming to the rules of the American Newspaper Directory, which statement is open for inspection at the office of PRINTERS' INK whenever demanded, and will secure the paper in the 1904 edition of the Directory, now undergoing revision, a circulation rating in Arabic figures.

It is hoped that this course will influence many more papers to qualify themselves to enter the Roll of Honor by fulfilling the simple, honest, but eminently desirable and valuable requirements that secure admission. Such will be a decided and welcome step in the right direction and tend to gain for each paper so qualified the good will and substantial support of advertisers.

\* \* \*

The ratings in the Directory for next year, as well as the present entries in the Roll of Honor, will be based on the daily, weekly or monthly average for 1903. There is something complete and attractive about a yearly average. It's the best and most convenient form of a circulation rating that has

ever been put forward. Every publisher, whose publication has gained since 1902, is naturally anxious to let advertisers know the extent of that gain. As the new issue of the American Newspaper Directory will not be in the hands of advertisers till April, 1904, the publisher of a growing newspaper, trade journal, magazine, mail order, agricultural or religious paper finds it a valuable privilege to be able to demonstrate his gains through the Roll of Honor several months in advance of the appearance of the new Directory. And the Roll of Honor is the only place where the new ratings can be conspicuously and cheaply announced. It is the only medium, practical and low priced, circulating as it does among advertisers every week and commanding their respect. Its ratings are subject to the strict rules which govern the American Newspaper Directory, the standard work of its kind in the world.

When the present issue of **PRINTERS' INK** appears, many publishers of monthly journals will know the number of copies printed for December and be in a position to announce their whole 1903 ratings. The publishers of weeklies and dailies, by careful preparation of statements in advance, can easily submit their new ratings in time for the issue of **PRINTERS' INK** that goes to press January 6th, so that their announcements will be before advertisers January 13, 1904, or three months earlier than they can be published in the next issue of the American Newspaper Directory. Many of the papers now using the Roll of Honor are content to publish only their 1902 ratings, others keep their circulation figures posted to date. Some show vigorous gains from month to month during 1903, and their averages for the year run anywhere from ten to fifty per cent over the ratings of 1902. A large proportion of the papers now in the Roll of Honor will have an increase to announce, as the department represents the cream of American periodicals. Other publishers with mediums that are eligible have signified an intention to use the Roll

of Honor as soon as they have circulation figures for the passing year at hand. The writer predicts that the beginning of the year will see a general growth of the Roll of Honor, as the underlying idea of it is of such a practical value to publisher and advertiser alike as to make its service an ideal directory, up-to-date and revised, if desired, every week in the year.

CHAS. J. ZINGG,  
Managing Editor.

#### CLEANSING TYPE.

PHILADELPHIA, NOV. 23, 1903.

#### Editor of PRINTERS' INK:

In regard to request of Ludin Realty Company for a substitute for benzine for cleansing type, the writer would suggest that the following combination—though somewhat more expensive than benzine—may prove useful.

Clean the type with a mixture consisting of kerosene (150 proof), 1 barrel; Oleum Rusci, 1 pint; mix. After cleansing—which this mixture will do well—rub off the type with a rag, moistened with acetone, this being necessary as the kerosene leaves the type slightly greasy. Acetone, while inflammable, like alcohol, is not explosive and can be bought in quantities at from 9 to 11 cents per gallon. Truly yours,

EDMUND D. PINTER.

No. 1906 Tioga street.

#### THE ST. PAUL "GLOBE"

NEW YORK, N. Y., NOV. 25, 1903.

#### Editor of PRINTERS' INK:

I hand you herewith copy of the St. Paul *Globe* of Sunday, November 22, which carries thirty columns more of advertising than any other Twin City paper of that date. The *Globe* has recently installed a color press, and a color supplement is now a prominent feature of its Sunday issue. The detailed circulation statement furnished to you for your Roll of Honor shows the *Globe* to have had a daily average for the first nine months of 1903 of 31,529 copies per day. Undoubtedly a great many advertisers who read **PRINTERS' INK** would be interested in these facts.

Yours respectfully,

CHAS. H. EDDY.

#### JUSTICE TO THE CHICAGO "RECORD-HERALD."

CHICAGO, NOV. 17, 1903.

#### Editor of PRINTERS' INK:

I want to say, in justice to the *Record-Herald*, that since I wrote you last I have been informed by Mr. Noyes that the *Record-Herald* planned its agricultural department independently of the *Tribune* and that its staff were surprised to find the *Tribune's* Practical Farming Department planned for the same date as their own. Truly yours,

MEDILL McCORMICK,  
Assistant Publisher.

"What They Say" is a booklet of local advertisers' testimony sent out by the *Republican-Register*, Galesburg, Ill.



# *The Saturday Evening Post*

Has a larger *paid* circulation  
than any other weekly periodical in  
America.

**590,300**

***copies*** was the net paid-for edition  
last week. No returned unsold copies  
from newsdealers; no unpaid sub-  
scriptions; no free sample copies to  
inflate its circulation figures.

Every copy is sold or subscribed for  
solely for its contents. There is no  
other inducement.

Christmas number now on the news-  
stands—56 pages and cover—no in-  
crease in price: 5 Cents the Copy.

THE CURTIS PUBLISHING COMPANY  
PHILADELPHIA, PA.

### SPHINX CLUB PROCEEDINGS.

At the fifty-ninth dinner of the Sphinx Club, held at the Waldorf-Astoria November 11, the question up for discussion was "The Parcels Post in its Relation to Advertising." The first speaker introduced by President Daniels was Henry A. Castle, Auditor of the Postoffice Department, Washington, D. C., who said in part:

I don't pretend to be a postal expert. I was Auditor of the Post Office Department under President McKinley, have held that position twelve years and served under six Postmaster-Generals. But two officials at Washington have a general knowledge of the intricate postal system—the Postmaster-General and the Auditor. All other officials have charge of a bureau or division. I am a student of postal affairs, and expect to be the rest of my life. The post office has grown to be the greatest of all the departments of our government. The trial balances for the year ending June 30 show that the revenues were \$134,224,443; expenditures, \$138,784,488; money orders sold, \$388,865,584, and money orders paid, \$364,856,893, which makes the total financial transactions \$1,026,731,408. These transactions far exceed those of any other country in the world. The total number of employees in the postal service is something like 230,000, which exceeds in numbers all the other employees of the government, including soldiers and sailors. In about seven years the financial transactions of the United States Post Office Department have increased nearly 88 per cent—nearly double—and it don't show any sign of falling off. In the last five years we have built up a logical, beneficial rural free delivery, yet our statute books say nothing about it! Eight or ten years ago \$10,000 was appropriated for the purpose of experimenting with this rural free delivery. There was no organization, no law, no system about it. It was left entirely in the hands of the Postmaster-General. This is the way the postal service has been built up—by executive action, hampered and restricted by hastily drawn congressional bills. Now for the parcels post. There are several bills in Congress, no two alike. The proposition I have always regarded most favorably is the one which fixes the price on parcels at six cents for the first pound and two cents a pound thereafter, instead of sixteen cents a pound as at present. But it seems to me that two things should precede this. First, the adoption of some simple system of making remittances. The post check system, if carried through, will do away with the objections to the present system. The other necessary preliminary is a very large reduction in the amount paid the railroads for carrying mails. The post office cannot afford to carry parcels at two cents a pound and pay the prices it is now paying the railroads. During the year ending June 30 the cost of transportation of a pound of mail was nearly eight

cents, besides the expense of collecting and delivery. The total carried in the year was 745,742,872 pounds. Fourteen per cent in weight was first-class matter (letters and postal cards) and they paid seventy-eight per cent of the revenue. Sixty-five per cent by weight was second-class, and paid four per cent of the revenue. Third and fourth-class matter weighed twenty-one per cent, and paid eighteen per cent of the revenue. The profitable matter is first-class. It is a question of equity and justice how much we are going to burden the patrons of first-class mail for the benefit of patrons of the other classes. We are already burdening them for the patrons of the second-class mail. How far are you going to carry it? When are you going to stop? The argument is that England has a parcels post and that we ought to be up-to-date in all such enterprises. England is a small country, and the mails have to be transported but short distances. They are carried on freight trains, in car load lots, at slow rates of travel. That, perhaps, would be satisfactory here if we could get the same rates of freight, but they have a very ingenious and satisfactory arrangement in regard to the cost of transportation of the parcels post. The government pays to the railroads fifty-five per cent of what it receives and retains forty-five per cent for covering the other expenses of the transaction. Before the parcels post becomes a fact in this country we must make new contracts with our railroads for carrying the mails, and at greatly reduced rates.

The next speaker was J. S. Cowles, secretary of the Postal League:

The expressman obstructs the advance of the post office in the United States. The year 1885 saw the United States provided with a uniform two cent letter post, a four pound merchandise post, and a cent-a-pound public school, public advertising post. During the ten years following 1885, however, the expressman held well nigh supreme sway at Washington. The splendid postal schemes projected by Postmaster-Generals Vilas and Wanamaker were effectually side-tracked. Mr. Vilas would have solved the question of railway mail pay by the government ownership of postal cars—saving thereby the full value of the cars every year. Mr. Wanamaker would have reorganized the whole service on a business basis, and made such postal scandals as have resulted from the expressman's control of the post office impossible. Mr. Wanamaker would also have secured to us a one-cent letter rate, ten-cent telegrams, three-cent telephones, house to house collection and delivery, a steadily extending parcels post—foreign and domestic—but the four great express companies stood in his path and dammed his every movement forward. They cut off the free-reforwarding system from everything but first class matter. In 1896 they re-enacted the law restricting the weight limit of merchandise to four pounds. The same year Mr. Loud of California brought forward their subtle proposition for the final abolition of the post office by first abolishing that great organ of public intelli-

(Continued on page 8.)

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*Little Lessons in Publicity—Lesson 11.*

## **The Greatest Power in Advertising Is Suggestion.**

Ivory Soap made its enormous sales by the suggestion that it was white and pure and would float; Dr. Kilmer by the suggestion that people had kidney trouble and didn't know it; Shredded Wheat by the suggestion to housewives that tempting dishes could be prepared with it. May I present a few suggestions to you?

### ***Suggestion I.***

Washington, the Nation's Capital. Permanent population, 290,000 (visiting population, 300,000 yearly). Contains the best paid body of employees in the world. THE EVENING STAR reaches everybody reachable. It gives national as well as local publicity and is one of the certainties in advertising.

### ***Suggestion II.***

Baltimore, the Gateway to the South and the sixth city of the United States. Population, 500,000. THE BALTIMORE NEWS reaches the purchasing classes. Covers a field that three morning papers divide. Why not reach all with one appropriation? THE NEWS is an excellent advertising investment.

### ***Suggestion III.***

Indianapolis, the great railroad center, Capital of Indiana, and center of population of the United States. THE INDIANAPOLIS NEWS covers city and State thoroughly, with a larger bona-fide paid, home circulation than all other Indianapolis dailies combined. THE NEWS is the best by any test.

### ***Suggestion IV.***

Newark, N. J., the wealthiest city of its size in America. Population, 245,000. THE NEWARK NEWS covers its territory "like a blanket." Has eight times the circulation of its only competitor and three times the circulation of any other paper published in New Jersey. THE NEWS has a Sunday issue.

### ***Suggestion V.***

Montreal, the New York of the Dominion of Canada. Population 300,000. Very susceptible to American advertising and ideas. THE MONTREAL STAR, Canada's greatest newspaper, is delivered into ninety per cent of the homes of the English speaking families in Montreal every evening.

### ***Suggestion VI.***

Minneapolis, the great city of the great Northwest. Population, 225,000. Thrifty, well-to-do English-speaking people. THE MINNEAPOLIS JOURNAL, the great daily of the great Northwest, reaches practically all of the homes of the purchasing classes. Has a larger home circulation and carries more advertising than any other daily in the Northwest.

All advertising is good, BUT the home evening daily produces the best results. It goes into the homes when there is leisure and inclination for reading.

**M. LEE STARKE,**

**Tribune Building,  
NEW YORK.**

**Mgr. General Advertising.**

**Tribune Building.  
CHICAGO.**

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gence, the cent-a-pound publishers' post. Now the necessity of a cheap, efficient parcels post as a supplement to the cent-a-pound post has become evident among business men and the people. The merchant or producer who cannot present a sample of the goods offered is at a great disadvantage with his competitor who has samples on exhibition and who carries them to his prospective market. We speak for the products of the small manufacturer. In the United States we have thousands of these, none of whom can individually afford to bear the expense of sending capable salesmen to the ends of the earth. The simplest and most effective foreign advertisement is by sample, and by parcels post these may be most easily distributed. Send from Brazil, to a hundred selected names taken from the Blue Book of Philadelphia, one hundred samples of some extra delicious coffee, duly labeled, and a demand for that brand of coffee would instantly create orders for stocks from our leading grocers. Our consul at Formosa, Mr. James W. Davidson, says: "I think of no convenience that our government could offer that would so soon show such profitable return as a parcels post with the East. The United States is noted in the East for the superiority of its small manufactures. Countless catalogues of attractive novelties reach the East, and the magazines and trade journals convince us that our wants are many; but so complicated, unreliable and expensive are the private express services that one finds it impracticable to send to America for anything unless the amount of the order is sufficient to justify having the shipment sent by freight. Complaints of losses through the express companies are the rule rather than the exception, and it is an actual fact that a certain well known photographic dealer in Tokyo informed me, in all seriousness, that his correspondence clerk had standing orders to add to every American letter relating to the possible purchase of goods: 'Under no circumstances ship by express.' A parcels post service would be of inestimable value and directly enlarge the sale of small manufactured articles, novelties, etc., in the East, while indirectly, by rendering possible the cheap, safe and speedy transportation of samples, it would be of benefit in increasing the volume of our general exports which are shipped to the East by freight. Some thirty days are usually required for mail matter from New York to reach Formosa and some two months for freight shipments." The advertisements are rendered almost valueless because it is practically impossible to get the advertised product. Louis Ayme, lately returned from his Consulate at Guadeloupe, West Indies, tells a similar story: "If we could have a parcels post, up to ten pounds," he says, "great quantities of clothing, shoes and hats would be bought in the United States which are now bought in France. The trade would turn to us naturally, because of the shorter time it would take to fill orders. This state of affairs is peculiarly irritating in connection with the purchase of machinery. There are all sorts of machines and parts of machines which they

would order by mail from the United States if there were a parcels post. It would be a great saving even to the dealers in staple food stuffs. As it is now, they have to keep salesmen in the field who command good salaries, because of linguistic requirements. With a parcels post they could send five-pound samples that would serve the purpose quite as well. The attractive advertisements that one sees in the papers and magazines are so irritatingly impossible. For instance, one reads of a house telephone, or a little storage battery, with a fan attachment. If he could get it down there for a reasonable price he would order it. New brands of goods could be readily introduced. At present merchants order only such goods as they know they can handle in bulk and sell at a profit. They venture into no untried fields. With a parcels post, the people would do their own introducing. The United States is losing \$2,000,000 a year in small mail orders from the West Indies by not entering the International Parcels Post Union." More than 60,000,000 merchandise parcels were handled in the international postal services of the world in the year 1900, and of these the 5,445,832 parcels of declared value were estimated as worth over \$300,000,000. Our Deputy Consul General at Frankfurt, Germany, reports an increase in value of German postal parcels exported in 1903 over 1902, of \$4,072,000. In this service the United States does hardly a fourth the business of Spain or of Denmark and considerably less than Tunis or Egypt. So low indeed does she stand that her name is not even mentioned among the thirty-four countries giving returns of the parcels services to the International Postal Bureau in the year 1900. The point that I have hoped to impress especially upon you this evening is the powerlessness of the opponents of the post office to prevent the growth of this greatest of governmental institutions. Whenever the issues have been clearly made, the United States Post Office versus the United States Express Companies, the Post Office has always won the contest. It has advanced with leaps and bounds in recent years in spite of its opponents. And now the time has come for another great step forward. The very scandals that fill the air are evidence of waste, the avoidance of which would go far to meet any expenses resulting from an extension of the service. The long session of Congress of this winter preceding the elections in 1904 offers a rare opportunity to the American Citizen King to impress his will upon his servants at Washington. Gentlemen will desire to be popular next fall, and the support of Col. Pone's Parcels Post Bill consolidating third and fourth class matter, extending our four pounds weight limit to the eleven pound limit of other civilized countries, providing for house to house collection and delivery, and for postal insurance on all mail matter, this with rates on three ounce parcels a cent, one pound parcels a nickel, eleven pound parcels a quarter, the support of this bill cannot fail to be popular.

Chairman Daniels.—I want to say a few words regarding the railroads. It

(Continued on page 10.)

**ONE AD IN PRESS SOLD 147 BOXES!**

JOSEPH FLEMING & SON,  
IMPORTERS AND  
WHOLESALE DRUGGISTS,  
410 AND 412 MARKET STREET,  
1 AND 2 DIAMOND SQUARE.

PITTSBURG, PA., Oct. 9th, 1903.

PRESS PUBLISHING CO.,  
Fifth Ave., City.

GENTLEMEN:

The returns from our advertisements in THE PRESS have been so satisfactory that we wish to congratulate you on it as a business getter.

Recently we had a half-column ad of Mi-o-na in THE PRESS ONLY, and the next day we SOLD ONE HUNDRED AND FORTY-SEVEN BOXES. This is something phenomenal, and we take this means of advising you, as we feel it is worthy of special notice.

With best wishes for your continued success, we remain,

Yours very truly,

JOS. FLEMING & SON,  
Per W. P. Martsolf.

A Voluntary Testimonial of the Value of

**THE PITTSBURG PRESS**

as a

**BUSINESS GETTER**

C. J. BILLSON  
MANAGER OF FOREIGN ADVERTISING  
New York and Chicago

has gotten to be a very common occurrence for men to talk glibly in regard to railroads. My entire life has been spent in the transportation service of this country, and I have watched the development of this country from Chicago to the Pacific Ocean. The first time I went west of the Missouri River, the Indians occupied a large portion of the State of Nebraska. Thanks to the railroads, the State of Nebraska raised this year over 300,000,000 bushels of corn, and the railroads are hauling it at a less rate than is charged in any other country on the globe. The railroads of America are the greatest single educational institution in the United States, and as factors in civilization they are as far ahead of the Post Office Department as the Post Office Department is ahead of a corner grocery in the mountains of Kentucky. I am an officer of one of the greatest railroads in this country. I need not mention its name. Go into the capital of any civilized country on the globe and you can read documents issued by that company for the benefit of those who desire to come to the United States. It don't matter whether they have a parcels post or not, we manage to get our advertising there. The conditions affecting transportation in the United States are constantly changing, and some of the men I referred to a few minutes ago have no more idea of those changing conditions than they have of what is going on in the Kingdom of Heaven tonight. I will give you one illustration: When I went to Denver as a pool commissioner, we were asked by the people of Colorado to make a very low rate on flour from points on the Missouri River, where it was produced, because there was not enough wheat raised in Colorado at that time to supply the demand for flour. Before I left Colorado, four years later, the railroads were asked to make a low rate on flour from Colorado to the Missouri River, as through irrigation methods the farmers of Colorado had been able to raise enough to produce all the flour needed in Colorado, and to have quite a large amount to ship elsewhere. The Colorado flour was shipped as far south as Tennessee, it being especially adapted to the manufacture of crackers. I will not sit in any public assembly where I have an opportunity to raise my voice and permit wholesale abuse of the railroads without replying to it. The railroad that runs out of the Grand Central station carries the mail of the United States on nearly every train that leaves there, and there is a train leaving about every fifteen minutes from 12 midnight until 11:45 at night. When the famous Twentieth Century Limited train was put on, the people of the old countries said it might be run ten or fifteen days as an experiment. It is running daily, full of passengers, and making exact schedule time. Every time the Post Office Department has called on us to add to our postal facilities we have promptly complied. The talk that the railroads have the government by the throat is all rot. The railroads of the United States give the people the best service in the world and at the lowest rates—and at the same time pay the highest wages of any railroads in the world.

Colonel Albert A. Pope.—Let's get down to business. We have our representatives in Congress. They are our servants, elected to do our bidding. We want a parcels post, and none of us want something for nothing. We want the government to give us a proper parcels post, but we don't want it to do so without a profit. I was a warm advocate of good roads years ago. The more I talked and the more money I spent in the cause the more bicycles I sold. So, every dollar you spend now in aid of the parcels post will come back many times over. If we get it, publishers and advertisers as well as the general public will be immensely benefited. Work for it yourself, and try to induce others to do likewise and success will crown our efforts.

C. W. Post.—I have spent money and time on this subject. There has been opposition to it by the express companies and their allies, yet farmers and merchants all over the country have been writing to their representatives in Congress, urging and lusting on their working for postal currency. I believe in the parcels post and I am going to help push Col. Pope's bill through Congress. I want to say right here and now to you publishers that you have never fully realized the tremendous force there will be in postal currency and the parcels post when you get them in operation. It will make it possible to increase your circulation and make it possible for advertisers to earn more money per thousand circulation than ever before. The government pays a price that is almost scandalous to the railroads for carrying the mails. Trolley lines have to pay for their franchises, and to ask the railroads of this country to haul the mails free for the privileges we grant them, would not seem to be a very radical measure. At the most, the railroads should not charge the government a profit for carrying the mails, but should be willing to do it at the actual cost.

Mr. Castle stated, in reply to a question, that he had never been able to find out just what the express companies paid the railroads. Under the old arrangement the Post Office Department would carry 100 pounds of serial novels, called "periodicals" from New York to Chicago for a dollar, and the express companies would underbid the government for that distance. The government pays the railroads to-day the same rates that it paid them in 1898, notwithstanding the fact that all other freight and express rates have been very much lowered.

F. W. Schumaker, of "Peruna," Columbus, O., said he believed there was a great need for a parcels post—for an international parcels post; that it would be of almost incalculable value to the merchants and the people; that we had a business administration that had helped the manufacturers and advertisers of this country to invade foreign countries successfully. If a coterie of people were blocking ways and means, the advertisers, backed by the press, could sweep aside all obstacles.

Mr. George P. Rowell.—John Wanamaker said, some years ago, that there were four good and sufficient reasons why we should not have the parcels post

in America, namely—four express companies. We may eventually have the parcels post. There is a great deal of talk about printed matter being carried at a great loss to the Post Office Department. I remember appearing before the Board of Trade and Transportation a number of years ago when a committee was appointed to discuss and consider the matter. It did so, and recommended that the post office should carry all printed matter at a fixed price, at so much a pound. Many things were said both for and against this recommendation at the time, but it was generally admitted that second class matter led vastly to the increase of first class matter. I believe that eventually the Post Office Department will carry all printed matter at so much a pound, and it will greatly simplify matters. It may be one, two, or four cents a pound, and a great deal of good will come of it.

Mr. W. Atlee Burpee.—In 1888 I spent a great deal of time in Washington, D. C., because ex-Senator Wilson of Iowa introduced in that year a bill doubling the rate on all merchandise matter from 16 cents to 32 cents a pound. In common with several other seedsmen we tried to interest large mail order houses and other lines, but failed to do so. We thought we would fight it out ourselves. With the kind co-operation of N. W. Ayer & Sons we mailed to every newspaper in the United States the figures concerning the postal service in Canada in contrast with those of the United States. We showed that a seedsman in Canada for four cents a pound could mail seeds to any part of the United States which it would cost an American seedsman sixteen cents a pound to mail, and that now Senator Wilson proposed to double the rate, making it thirty-two cents a pound. The papers throughout the country used the facts and figures freely. The New York Herald gave us as much space as a column a day for several days. The next time I saw Senator Wilson in Washington he told me his proposed bill was "as dead as a door," that he never imagined he had introduced such an unpopular bill, and that he had done so solely in the interests of the country merchants. I told him that even if the bill was dead, we were not satisfied to pay as much as sixteen cents a pound, now that we had succeeded in stirring up the people all over the country, and that we would not be satisfied until we had had that rate cut down. Well, early in June I received a cablegram, while in Europe, saying that the postage on seeds had been reduced from sixteen cents to eight cents a pound. So much for united vigorous action, backed by the great power of the press! Now, if we work together, hand-in-hand, we ought to be able to convince our representatives in Congress that it is to the best interests of the whole country that the parcels post be established with as little delay as possible.

THE man who has plenty of bounce in him can't be thrown down to stay down; the harder he falls, the higher he will rise on the rebound and the deeper will he sink his hooks into new opportunities.  
—Jed Scarborough.

THE public admires a man who has nerve enough to take a chance—that is, the man who has the courage to get out of beaten paths. The man who, through fear of criticism, never takes the initiative is not apt to be thought enough of to secure either public criticisms or patronage.—Jed Scarborough.

TO

## Advertisement Constructors

(AMATEUR AND OTHER).

**\$200 for the best advertisement.**

**\$100 for the second best.**

**\$50 each for the four next in merit.**

The advertisements of the Ripans Tabules have been before the public for twelve years.

They were the first proprietary medicine sold in tablet form.

They were the first remedy for dyspepsia ever popularized through advertising.

They are the only proprietary medicine sold in the drug stores at the low price of five cents.

Fourteen thousand testimonials of the efficacy of Ripans Tabules, as a dyspepsia remedy, were received at office of the Ripans Chemical Company in a single year.

A hundred million Ripans Tabules have been purchased at drug stores in the United States in a single year.

Every drug store in America has some sale for Ripans Tabules, and nearly every one can give the names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of Ripans Tabules.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the Ripans Chemical Company will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz., December 2, 1904—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

Address all communications to  
Chas. H. Thayer, President,  
THE RIPANS CHEMICAL COMPANY,  
No. 10 Spruce St., New York.



## OPPORTUNITY FOR COUNTRY PAPERS.

The recent decision of the Comptroller of the Currency to the effect that there is nothing in the banking laws to prevent a national bank from operating a savings department in connection with the regular business of such institutions, presents an opening for new business on the part of the weekly papers in small cities and towns.

Heretofore a national bank located in a town of but a few thousand inhabitants could not be prevailed upon to advertise, the officers claiming that their institution was the only national bank in the town, and that the business man wishing to keep a checking account was compelled to patronize them. This state of affairs, however, will be somewhat changed when the national banks learn of the decision of the Comptroller, and begin to establish savings departments, as the most of them will do, it being a well-established fact that there is money in such departments.

With the opening of the savings department the banker must begin a campaign for publicity, for his old excuse will be swept away. While the merchant may be compelled for his own interests to have a bank account there is no such reason why the workingman should deposit with the bank.

To get the savings of the people the bank must advertise.

The banker must tell of the new departure. He must make known the rate of interest allowed on such deposits. He must instill into the minds of the working class the fact that his institution is a safe place in which to keep their funds. He must publish the names of his directors and officers, that the people may know that good men are back of the bank. He must publish figures showing the earning power of money, so that the would-be depositors will know what it means to them financially to have a bank account. He must also strive by the liberal use of printers' ink to create a saving spirit among the working people.

Should the national banks in the large cities also avail themselves

of the opportunity of establishing savings departments, as the St. Paul National, of St. Paul, Minn., has just done, it will give the daily papers considerable more business, for to get this class of trade the banks will find it necessary to keep before the public all the time, and not at certain periods, as is often the case at present, some bankers considering it only necessary to publish their official statements when called by the Comptroller of the Currency, five times a year.

The trust companies and the savings banks are well advertised in most cities, and the national bank which expects to get some of this business will have to put out some interesting advertising matter to convince the savers that their facilities are better than those already enjoyed at the savings banks and the trust companies. The fact remains, however, that the national bank is in a better condition to get this class of business than are the other institutions, for the reason that it is working under the supervision of the United States Treasury Department, and will, therefore, be considered safer by the majority of the savings depositors. If a bright man is placed in charge of the publicity department of a national bank his chances for writing winning advertisements are unlimited.

ROYAL M. STICKLE,  
Associate Editor the Chicago  
*Banker.*

## WANT AD ILLUSTRATED.



A YOUNG LADY THOROUGHLY EXPERIENCED IN RETOUCHING DESIRES A POSITION.



## The Milwaukee Papers

gave written consent to a committee of local advertisers to have expert bookkeepers, under bond, make examination of their circulation records. THE MILWAUKEE JOURNAL says to outside advertisers, notwithstanding this consent in writing, that in view of published claims of circulation by the two other evening newspapers, it believes they will still refuse to allow their circulation records to be examined by the advertisers' expert bookkeepers.

**Wait! Watch! See!**

THE JOURNAL CO.,

C. D. BERTOLET, Boyce Bldg., Chicago.  
S. B. SMITH, 30 Tribune Bldg., N. Y.

The fact that

## The Chicago Record-Herald Gained 707 Columns

the first seven months of this year as compared with the corresponding period in 1902, while its nearest competitor lost 619 columns, covering the same period, means this: That many new advertisers are giving the preference to THE CHICAGO RECORD-HERALD over other Chicago newspapers, and that the old advertisers have found it profitable to increase their space in its columns.

## THE TORONTO STAR

**October Was Our Banner Month!**

It is gratifying to watch the progress we are making. We eclipsed all records in circulation and advertising, and figures (which never lie) show that we are gaining faster than any Toronto paper.

### A Pointer for You:

Considering rates and circulation—and these go hand in glove—THE STAR is the best value in Toronto. We carry no objectionable advertising, and more local advertising than any other Toronto paper.

A paper that is sustained by the best judgment of the business community where it is published is the one you want. Try THE STAR.

**The Chas. T. Logan Special Agency,**  
Tribune Buildings,  
NEW YORK AND CHICAGO.  
Agents Foreign Advertising.

## YOU TALK TO 50,000 Railroadmen

When You Advertise in the Locomotive Firemen's Magazine



S. CARTER

Illustrated Magazine

Published Weekly

Indianapolis, Ind.

The Advertiser who Industiously Tells the Railway Field Reaps an Abundant Harvest

## NEW ENGLAND'S PAPER OF THE PLAIN PEOPLE.

On the occasion of the recent jubilee week of the Boston *Globe*, General Charles H. Taylor wrote the following review of the thirty years of his activity on that paper:

"In 1873 I started in with the hope and buoyancy of youth, which led me to take charge of a paper whose receipts were \$120,000 a year, and whose expenses were \$180,000, showing a net loss of \$60,000. No one but a young man would have had the reckless bravery to take charge of such a property, and as the losses during the succeeding five years were more than \$200,000, it was not until 1878 that I had time to begin to think of any definite plan for the permanent development of the *Globe*.

"Early in 1878 the *Globe*, which had been a four-cent morning paper, was made a two-cent daily, with morning and evening editions. Its Sunday edition, which had been started in 1877, was continued. It was at this time that the *Globe* became an outspoken Democratic newspaper in a field which was strongly Republican.

"The first change in journalism which I endeavored to make was to alter the spirit of the party newspaper. Up to this time a Republican newspaper was accustomed to print full reports of Republican meetings and to give very meagre and belittling accounts of Democratic conventions and rallies.

"My theory was that the news columns of a paper should be entirely independent and give impartially the news of all parties. If Republicans or Democrats had important speakers and large meetings, both parties were equally entitled to a full share of the columns of any enterprising daily newspaper, whatever its political bias was editorially. This policy has spread throughout the country, and the most successful and most prominent papers in all sections now follow it faithfully.

### NOT A REFORMER.

"Many people think that the whole aim of a newspaper should be to reform the world. I never had any ambition to be a reformer. The reformer or the man with the critical mind is placed in the world for a good purpose, and as long as he is honest I have always felt that he is entitled to respect; but as a rule your critic cannot 'create' and he cannot 'conduct.' It is all a question of temperament, and generally a man works out his natural inclinations from the cradle to the grave.

"There are and have been very able men in journalism who are constitutionally and naturally great fighters, and there have been some who have allowed their prejudices to lead them to treat many people and measures unfairly, because they were so passionately earnest that they could see only one side. They often have been unfair to friends as well as to foes.

"A man of exactly opposite temperament, Mr. George W. Childs, of Philadelphia, conducted the *Philadelphia Ledger* with marked success for a great

many years. He was of a bright, cheery nature, and preferred to scatter rays of sunshine among his readers. He tried to help the weak, gave generous sums to charity, and left as sweet and gentle a memory as any journalist that ever lived in this or any other country. His example always appealed very strongly to me. While I can never hope to equal his record, I have always felt impelled to follow along his lines, and my natural sympathies are always forcing me into the same grooves. I knew Mr. Childs intimately, and was one of the few who realized what a strong and intellectual force he was and how broad his abilities were, journalistically and financially.

"There are always intelligent and honest people who are yearning for the ideal newspaper. They will probably continue to hope for it and never find it. They have never yet discovered an ideal minister, an ideal church, an ideal doctor, an ideal lawyer, an ideal merchant, an ideal government, an ideal university, any more than they have developed an ideal newspaper. The trouble is that affairs in this world have to be conducted by people who are human, with the average of faults and limitations, and the best that one can do is to come as near his ideal as is possible under such conditions. Moreover, no matter how swiftly we advance, how high we soar, our ideals always keep ahead of us and are never overtaken.

### THE POPULAR NEWSPAPER.

"It was very plain to me at the outset that I should devote my life work to establishing a popular newspaper. I saw the community divided into three social groups, the conservative, contented 20,000, the moderately well-to-do and progressive 100,000, and the never resting, always struggling, ever advancing 1,000,000. The only place in journalism or any other profession or calling where a new man can hope to establish himself, or a new cause stand any chance of getting a hearing, is with the 1,000,000 and with the 100,000; with them, I believe, such a man can always gain all the support and business and profit to which his brains and energy entitle him, and such a cause, all the followers which it justly deserves.

"I appreciated the trials and tribulations, the joys and sorrows, the hopes and aspirations of what Abraham Lincoln called 'the plain people,' and tried to establish the *Globe* firmly with them for present and future support. No matter how great or prosperous or universal the *Globe* may be, I hope the day will never come when it will not be in touch and sympathy with the plain people, and strive to better their condition and to be helpful to them in the onerous battle of life in which they are engaged.

"From the masses, from the bottom all growth must come; people at the top already have their growth. The newspaper broad enough for the million—the popular newspaper—must, in our democracy, lead the way for all newspapers. Many conservative, exclusive papers to-day are more sensational, if you please, more inclusive, more popular in their tone than the average popular paper was thirty years ago. I have no doubt that thirty years hence those same conserva-

tive papers will be pretty near where the popular paper is to-day.

#### AS TO CRIME AND SENSATIONS.

"It is frequently urged against a popular newspaper that it makes too much of crime and scandal. Most people have an idea that the editor and reporters of a newspaper spend their days and nights in trying to find murders and crimes of all sorts in order to sell papers. Nothing is farther from the truth. With the enormous growth of the newspapers, the press service and the increase of correspondence, there is a murder on the wires every five minutes, but most of them go directly into the waste basket and never are printed. Reports of murders are as common as whortleberries in summer. But unless some very prominent man is concerned in it or the case is invested with a great mystery, a murder causes no special sale of papers.

"The same is true on the other side of the ocean. Some years ago a man in Paris murdered seventeen people in one night. The popular papers there sold hundreds of thousands of extra copies for days. But ever since that time an ordinary murder does not sell a paper in Paris.

"Popular newspapers frequently are denounced as sensational. The term is badly overworked. 'Sensational' to many people means the opposite of life, virility or enterprise, when properly it indicates exactly those qualities.

"As a matter of fact, it is the people themselves who are sensational and not the newspapers.

"Who start the first reports of a railroad accident and give out that fifty have been killed and 100 wounded? People who happen to be on the spot. Here the reporter comes in and quickly reduces the casualties to two killed and half a dozen wounded.

"During the Boxers' war what wild stories came from China! One day it was even confidently and circumstantially asserted that all the foreign ministers and ambassadors at Peking had been boiled in oil, and great was the horror of the people in the civilized world.

"These wild rumors came from men and not from newspapers.

#### ACCURACY OF THE PRESS.

"I am very tired of the popular cry which you hear so often that 'you cannot believe what you see in the papers.' The orders have always been in the *Globe* office, as they are in every well-conducted newspaper office in the country, to take every care to have the news absolutely accurate. Liars never flourish long in any community, and every time a newspaper misrepresents a man or an institution it hurts itself and its own good will. For the most selfish reason on earth, self-interest, it behooves a newspaper to be accurate and truthful.

"An inexplicable phase of journalism occurs to me at this point. Not a few journalists whom I have known hate to make a correction, and seem to think it injures a newspaper to acknowledge that it has made an error. Many, alas, frequently make the correction in a way to do more damage than the original paragraph.

"When there has been a mistake made in the *Globe* I have always insisted that

the correction should be ample and generous. I do not believe that it injures a newspaper to correct its mistakes. On the contrary, it damages it not to do so generously and promptly.

"I have discussed some phases of a popular newspaper and met some criticism, not by way of apology, but in order to give some information to the tens and hundreds of thousands of readers of the *Globe*, whose steady patronage has shown their interest in this newspaper.

"I have no apology to make for my record during the thirty years in which I have directed the destiny of the *Globe*. I wish that I had been able to do more good in this community, to have made the homes we visit still more cheerful, to have helped to make the burdens of the people still lighter, but I have within my limitations acted honestly and loyally, and have always tried to encourage and build up, rather than to discourage and tear down.

"I am exceedingly grateful to readers and advertisers for the support which they have given to me so generously and kindly, and I hope that the *Globe* may continue always to merit their good will. Above all do I appreciate and feel grateful to the men who have so faithfully and intelligently worked side by side with me during these long years of activity. Their unquestioned loyalty and their enthusiastic labors have been the great causes of the extraordinary and enduring success which the *Globe* has achieved."

#### BORN TO BLUSH UNSEEN, AS IT WERE.

The modern merchant who never advertises escapes a lot of trouble. He may keep out of some of it without intending to do anything of the sort, but he escapes it just the same. He gets rid of the trouble of preparing advertisements, and, of course, has no worry about changing them and keeping them fresh and up to date. He is not bothered about the way his advertisements are printed, nor the position they occupy. He can say, with much truthfulness, that it is no trouble to show goods, for he is seldom asked to show any. But his greatest saving of trouble is in not having to sell goods to people who stay away, but who would come to his store if he advertised. Then, as he sells few goods, he has few goods to buy, and there is more trouble saved. He never has the trouble of selecting and paying a large staff of assistants. He gets rid of the trouble of having to pay for advertising. Finally he never has the trouble of enlarging his store, or of removing to a bigger one, and it is very little trouble to count his money.—Retailer and Advertiser.

## Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

**Circulation 145,448**

RATE 35 CENTS.

**SPECIAL  
CHRISTMAS OFFER  
TO READERS OF  
THE SATURDAY  
EVENING POST**

# Collier's

We have printed one million copies of the Christmas Collier's to meet our offer in the December magazines. For you we have a better offer still. Great in the Christmas Number is, with its Sherlock Holmes story, its new Winston Churchill serial, its Gibson, Remington, and Frost pictures, we want you to see also what a full month of Collier's means.

*You may not have taken it yet! No doubt, sometimes Collier's has become  
how necessary it is to every progressive American, man, woman, or child.*

We will send you for twenty-five cents (the regular price of the Christmas Number alone) that wonderful Holiday issue and the three following Numbers, containing one more Sherlock Holmes story and the continuation of the Churchill serial. In other words, fifty-five cents' worth of reading for a quarter. Send the coupon below, and cut out the coupon, which puts this rich opportunity within your grasp.

## Sherlock Holmes      Winston Churchill

**Charles Dens Gibson**  
His story entitled "The Collier's" is the first of a series of stories which will appear in the Christmas Number, the January Number, and the February Number.

**Winston Churchill**  
His story entitled "The Collier's" is the first of a series of stories which will appear in the Christmas Number, the January Number, and the February Number.

The Art and Literary Features, great as they are, are only side issues with Collier's. Its main purpose and chief ambition is to reflect Current History in the Making. In this, the most fertile field in American Journalism, it acknowledges no peer. Collier's correspondents and Collier's cameras are everywhere. Editorially it is the organ of the pure and the serious. It stands for simple Americanism, strong, uncompromising, and in earnest.

**To Recapitulate Our Offer to Readers of "The Saturday Evening Post"**

We will, on receipt of the accompanying Coupon and twenty-five cents in money or money order, send you one copy of the Christmas Number of Collier's, the January Number, the February Number, and the March Number, containing one more Sherlock Holmes story and the continuation of the Churchill serial. We do not make a practice of short-time offers, and this is the last one we shall make the proposition.

P. F. COLLIER & SON, Publishers, NEW YORK

**CUT OUT  
THIS COUPON**

P. F. COLLIER & SON, Publishers, NEW YORK

GENTLEMEN:—I enclose find you the whole of the Christmas Number of Collier's, the January Number, the February Number, and the March Number, containing one more Sherlock Holmes story and the continuation of the Churchill serial. We do not make a practice of short-time offers, and this is the last one we shall make the proposition.

The above is a photographic reduction of an advance proof of a two-page advertisement of *Collier's Weekly* to appear in the December 5, 1903, issue of the *Saturday Evening Post*. The cost for this advertisement is \$2,380 per one insertion. It is a striking example of a publisher's taking his own medicine. *Collier's* is one of the foremost weeklies in America to-day. Persistent and liberal advertising had a large share to make it what it is.

# A CONCESSION.

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Advertising orders received before December 30, for specified space or position in PRINTERS' INK, to appear for the entire year 1904, will be charged for only fifty weeks instead of fifty-two, and free insertions will also be given for as many weeks in 1903 as remain when the copy is received. If the advertiser gets sick of his contract and wants to countermand it, he may do so at any time, paying only for the insertions he has actually had.

## ROLL OF HONOR PRIZE COMPETITION.

NINETEENTH WEEK.

In response to this contest (conditions of which will be mailed upon applications) five articles were received in time for report in this issue of **PRINTERS' INK**. Of these, the one reprinted below was deemed the best. It was written by C. A. Sommer, of the Lincoln, Neb., *Freie Presse*, and it appeared in the Lincoln, Neb., *Imp* for November, 1903. In accordance with the rules which govern this contest, a coupon entitling the holder to a yearly paid-in-advance subscription to **PRINTERS' INK** was sent to Mr. Sommer when the marked copy of the paper was received. Two additional coupons, one to Mr. Sommer and one to the advertising manager of the *Imp*, were sent in accordance with the terms of the competition, after the choice for the week had been made. Mr. Sommer's effort will now be placed on file, and it will have further consideration when the time for awarding the cash prizes arrives. The article as it appeared in the *Imp* follows here:

### AMONG THE UPPER 400.

The Lincoln *Freie Presse* and the *Deutsch-Amerikan Farmer* have obtained a place on **PRINTERS' INK** Roll of Honor and the publishers are proud of it. The Roll of Honor contains the "Upper Four Hundred" of newspaperdom. Only papers of recognized standing and who tell the truth about their circulation are entitled to a place on the list. Neither friendship nor money can procure admittance for a paper not entitled to it.

**PRINTERS' INK** is published weekly by Geo. P. Rowell, of New York. It modestly calls itself "A Journal for Advertisers," but it is known throughout the land and respected by all advertisers as "The Little Schoolmaster in the Art of Advertising." It has unceasingly labored to build up and to lift up advertising and is the recognized champion for honest dealings as between publisher and advertiser.

To establish the Roll of Honor list of publications is **PRINTERS' INK** latest achievement. The Roll of Honor is open to publications that secure a rating in plain figures in the American Newspaper Directory by submitting a detailed circulation statement showing the number of complete copies printed each issue for a whole year. They must also show the yearly average obtained by dividing the total number of copies by the total number of issues. Further, the statement

must be dated and plainly signed by somebody in authority and the American Newspaper Directory must have the privilege of verifying the statement, so that there is no chance for trickery or misconstruction.

Other newspaper directories are not as exacting and generally do not take such pains to secure accurate information. Any off hand, lumped off claim goes with them. They will rate the circulation in plain figures whether an accurate statement is received or not. They will, if necessary, just put in their own figures—estimates. With them, therefore, plain figures do not mean much of anything, but they do with the American Newspaper Directory. The American Newspaper Directory, when unable to procure and to verify the exact figures, gives no figures at all, but merely accords the publication a letter rating. If the circulation is believed to exceed 75,000, it is rated "A," if exceeding 40,000 it is rated "B" and so on down the alphabet. Thus all publications are divided into two classes and the advertiser can tell at a glance whether any publication is willing to have its circulation known or not.

It is plain that a paper which has merit enough to acquire a creditable circulation will not hesitate to tell about it. It is to its interest to tell about it. It will tell its circulation every time it can get a man to listen. A large circulation is bona fide proof that the paper is good. A large number of people read it because they consider it good. Every individual will have his own idea as to what constitutes a good newspaper, but, after all, the great public is the court of last resort and is the only judge whose opinion is of any practical value.

It will thus be seen that a mediocre paper, a paper that does not find favor with the public, a paper with a circulation so small that the publisher cannot afford to own up how small it is—in short, a paper that does not tell what its circulation is, is barred from **PRINTERS' INK** Roll of Honor. Such a paper is a good paper for an advertiser to leave alone.

Only a nominal charge is made by **PRINTERS' INK** for enrolling any deserving paper. For \$20.80 it will, week after week, during a whole year, present the name of such paper to advertisers for their consideration. The Roll of Honor is the best company in which any publication can appear. It is a list of best publications, every single one of which is indorsed by the great public as regards quality and certified to by **PRINTERS' INK** as regards quantity.

The Roll of Honor enables the advertiser to avoid the mediums of doubtful quality and unknown quantity. The list is arranged by States and he can speedily find the "top notchers" in the territory he wants to cover. If a paper is entitled to a place on the Roll of Honor, but neglects to enroll, it is apt to lose out. Its title is at once under a cloud. There are to-day issued in the United States over 20,000 publications. No advertiser can possibly use them all or use all in a given line or territory. To use on **PRINTERS' INK**'s Roll of Honor may be sufficient for his purpose or will at least give him a nucleus to start with.



# A Roll of Honor

**NOTE.**—Advertisements under this caption are accepted from publishers who, according to the 1933 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, or have supplied a similar statement for the 1934 issue of the Directory, now undergoing revision and to be issued in April next. Such circulation figures as are mentioned last are characterized by a \*.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character. No amount of money can purchase a place in this list for a paper not entitled to it.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (C), the so-called gold marks, denoting superior excellence in quality of circulation. Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

## ALABAMA.

**Birmingham.** Birmingham News. Daily average for 1932, 13,488 (34); first seven months 1933, 17,898; July, 1933, 20,188; guaranteed.

**Birmingham.** Ledger. *dy.* Average for 1932, 13,930 (34). *Ac. for Aug., 1933, 17,586, quart'd.*

**Montgomery.** Advertiser. Advertiser Co. Average circulation for 1933, guaranteed, daily 10,000 (C), weekly 12,841, Sunday 14,625 (46).

## ARIZONA.

**Bisbee.** Review. *daily.* W. B. Kelley, pub. In 1932 no issue less than 1,250 (46). In 1933 no issue less than 1,750.

**Phoenix.** Republican. Daily average for 1932, 8,820 (47). Logan & Cole Special Agency, N. Y.

## ARKANSAS

**Fort Smith.** Times. *daily.* In 1932 no issue less than 1,000 (53). Actual average for August, September, October, 1933, 8,109.

**Little Rock.** Arkansas Methodist. Geo. Thornburgh, publisher. Actual average 1932, 10,000.

## CALIFORNIA.

**Fresno.** Morning Republican. *daily.* Average for 1932, 4,644 (67). E. Katz, Special Agent, N. Y.

**Oakland.** Tribune. *daily.* Average for 1932, 9,952 (75). Tribune Publishing Company.

**San Diego.** San Diegoan Sun. Daily average for 1932, 2,722 (80). W. H. Porterfield, pub.

**San Francisco.** Argonaut. *weekly.* Average for 1932, 15,165 (81). E. Katz, Special Agent, N. Y.

**San Francisco.** Bulletin. R. A. Crothers, *Av.* for 1932, daily 49,159, Sunday 47,802 (80).

**San Francisco.** Call. *d'y and S'y.* J. D. Spreckels. *Av.* for 1932, *d'y* 60,885, *S'y* 71,584 (80). September, 1933, daily 61,068, Sunday 82,698.

**San Jose.** Evening Herald. *daily.* The Herald Co. Average for year end Aug., 1932, 3,597 (86).

**San Jose.** Morning Mercury. *daily.* Mercury Publishing Co. Average for 1932, 6,266 (83).

## COLORADO.

**Denver.** Post. *daily.* Post Printing and Publishing Co. Average for 1932, 22,171 (97). Average for October, 1933, 40,640. Gain, 1,651.

## CONNECTICUT.

**Hartford.** Times. *daily.* Average for 1932, 16,172 (111). Perry Lukens, Jr., N. Y. Rep.

**Meriden.** Morning Record and Republican. Republic Pub. Co. *Dy. av.* for 1932, 7,537 (113).

**New Haven.** Palladium. *daily.* Average for 1932, 5,506 (114). E. Katz, Special Agent, N. Y.

**New Haven.** Union. *Av.* for 1932, *d'y* 15,831, *S'y* 8,825 (114). E. Katz, Special Agent, N. Y.

**New London.** Day. *avg.* *Av.* 1932, 5,198 (115). First six months 1933, 5,582. Aug., 1933, 5,756.

**Norwich.** Bulletin. *daily.* Bulletin Co., publishers. Average for 1932, 4,659 (116). Average first six months 1933, 4,996.

## DISTRICT OF COLUMBIA.

**Washington.** Ev. Star. *daily.* Ev. Star Newspaper Co. Average for 1932, 53,748 (C) (122).

**National Tribune.** *weekly.* Average for 1932, 104,599 (123). First six mos. 1933, 112,268. Smith & Thompson, Rep., N. Y. & Chicago.

## DELAWARE.

**Wilmington.** Morning News. *daily.* News Publishing Co., pubrs. Average for 1932, 9,485 (121).

## FLORIDA.

**Jacksonville.** Metropolis. *daily.* *Aver.* 1932, 7,018 (126). Average 1st 6 months, 1933, 8,229.

**Pensacola.** Journal *daily,* every morning except Monday. Average for 1932, 2,441 (131).

**Tampa.** Morning Tribune. *daily.* Tampa Tribune Pub. Co. Average for 1932, 5,405 (132).

## GEORGIA.

**Atlanta.** Journal. *dy.* *Av.* 1932, 27,828. Semi-weekly, 24,105 (135). Present average, 29,884.

**Lafayette.** Walker Co. Messenger. *weekly.* N. C. Napier, Jr., pub. *Av.* for 1932, 1,590 (144).

## IDAHO.

**Boise.** Capital News. *dy. and wy.* Capital News Ptg. Co., pub. *Av.* 1932, *dy.*, 2,512, *wy.* 2,405 (151). *Av. 1st 6 mos., 1933, dy.* 2,800, *wy.* 2,279.

## ILLINOIS.

**Cairo.** Citizen. *weekly.* Year ending Dec., 1932, no issue less than 1,000 (161); Oct., 1933, 1,100. *Daily,* average 1932, 798 (\*).

**Champaign.** News. In 1932 no issue less than 1,100 *daily* and 3,400 *weekly* (163). In October, 1933, no *daily* issue less than 2,200.

**Chicago.** Ad Sense. *monthly.* The Ad Sense Co., pubrs. Actual average for 1932, 6,082 (176).

**Chicago.** American Bee Journal. *weekly.* Actual average for 1932, 7,435 (167).

**Chicago.** Bakers' Helper. *monthly.* H. R. Cilasoid. Average for 1932, 4,050 (C) (177).

**Chicago.** Breeders' Gazette. *stock farm, weekly.* Sanders Pub. Co. Average for 1932, 66,053 (167). Average first 25 weeks, 1933, 66,740.

**Chicago.** Dental Digest. *mo.* D. H. Crouse. Actual average for 1932, 6,582 (179). Average for first nine months 1933, 7,000.

**Chicago.** Grain Dealers Journal. *a-mo.* Grain Dealers Company. *Av.* for 1932, 4,416 (C) (175).

# A Roll of Honor—Continued.

**Chicago, Home Defender, mo. T. G. Mauritzen.** Act. av. 1902, 3,409 (180). *Six mos. 1902, 24,828.*

**Chicago, Irrigation Age, monthly, D. H. Anderson.** Average for 1902, 14,166 (181). *Average ten months 1902, 22,100.*

**Masonic Voice-Review, mo.** Average for 1902, 26,041 (182). *For six months 1902, 26,166.*

**Chicago, Monumental News, mo. R. J. Haight, pub.** Av. for year end July, 1902, 2,066 (183).

**Chicago, National Harness Review, mo. Av.** for 1902, 5,291 (183). *First 3 mos. 1902, 6,250.*

**Park and Cemetery and Landscape Gardening, mo.** Av. for year ending July, 1902, 2,941 (185).

**Chicago, Record-Herald.** Average for 1902, daily 158,484, Sunday 171,816 (160).

**Chicago, The Operative Miller, monthly.** Actual average for 1902, 5,666 (183).

**Chicago, Tribune, daily.** Tribune Co. In 1902, 7A (66) (166).

**East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co.** Average 1902, 6,575 (192). *Average first six months 1902, 14,582.*

**Evansville, Correct English: How to Use It, mo.** Average for year ending Oct., 1902, 9,750 (194).

**Kewanee, Star-Courier.** Average for 1902, daily 2,410, weekly 1,523 (202). *Average guaranteed circulation daily for August, 1902, 2,006.*

**Peoria, Star, evenings and Sunday morning.** Actual sworn average for 1902, 22,742 (219).

**Rockford, Register Gazette.** Dy. av. for 1902 5,554, s-wy. 7,050 (223). Shannon, 150 Nassau.

## INDIANA.

**Evansville, Courier, daily and S. Courier Co., pub.** Act. av. 91,215 (234). *Sworn at '02, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.*

**Evansville, Journal-News.** Av. for 1902, d'y 11,910, s'y 11,508 (234). *E. Katz, Sp. Agt., N. Y.*

**Goshen, Cooking Club, monthly.** Average for 1902, 25,501 (247). *A persistent medium, as housewives keep every issue for daily reference.*

**Indianapolis, News, dy.** Hilton U. Brown, gen. mgr. Av. for 1902—actual sales—62,158 (250).

**Lafayette, Morning Journal, daily.** Actual average 1902, 5,009 (254); October, 1902, 4,577.

**Marion, Leader, daily.** W. B. Westlake, pub. Actual average for 1902, 2,757 (257). *For month ending October 31, 1902, 5,461.*

**Muncie, Star, d'y and s'y.** Star Pub. Co. Year ending Feb. 1903, d'y 21,468, s'y 16,555 (260).

**Notre Dame, The Ave Maria, Catholic weekly magazine.** Average for 1902, 25,976 (262).

**Princeton, Clarion-News, daily.** Clarion Publishing Co. Average for 1902, 1,220 (264).

**Richmond, Evening Item.** Sworn dy av. for 1902, 5,124. *Same for August, 1902, 2,227.*

**South Bend, Tribune.** Sworn daily average 1902, 4,861 (267). *Sworn at for Oct., 6,047.*

## IOWA.

**Arlington, News.** All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (268).

**Burlington, Gazette, daily.** Thos. Stivers, pub. Average first nine months 1902, 5,756.

**Burlington, Hawk-Eye, daily.** J. L. Waite. Av. for 1902, 6,515 (269). *June 30, 1902, 7,018.*

**Clinton, Advertiser, daily.** Fay Bros., publishers. Average for 1902, 10,223 (269). *Accorded largest daily circulation in Eastern Iowa.*

**Davenport, Times.** Dy. av. 1902 6,822, s-wy. 1,527 (292). *Dy. av. October, 1902, 8,522. Cfr. guar. more than double of any Davenport daily.*

**Des Moines, Capital, daily.** Lafayette Young, publisher. Actual average for 1902, 24,019 (293). *Average for October, 1902, 21,522.*

**Des Moines, Cosmopolitan Osteopath, monthly.** Still College. Average for 1902, 9,646 (294).

**Des Moines, News, daily.** Aver. 1902, 27,112 (292). *First 3 mos. 1902, aver., sworn, 41,871 net.*

**Spirit of the West, w'y.** Improvement in breeding horses and live stock. Av. for 1902, 6,092.

**Des Moines, Wallace's Farmer, w'y.** Est. 1879. Actual average January, 1902, 20,605 (294).

**Dubuque, Catholic Tribune, weekly.** Catholic Printing Co., puba. Actual average 1902, 4,201.

**Muscatine, Journal, dy.** av. 1902 2,712, s-wy. 2,711 (315). *Dy. av. 1st 6 months 1902, 4,182.*

**Ottumwa, Courier, Dy.** av. 22,421, s-wy. 6,984 (319). *1st 6 mos. 1902, dy. 4,577, s-wy. 7,291.*

**Sheldon, Sun, d'y and w'y.** H. A. Carson. Average for 1902, d'y 486, w'y 2,344 (323).

**Shenandoah, Sentinel, tri-weekly.** Sentinel Publishing Co. Average for 1902, 2,681 (323).

**Siear City, Journal.** Dy. av. for first 6 mos. of 1902 (sworn) 19,212, dy. av. for Aug. 19, 692. *Records always open. The undisputed leader in its big, virgin field. 1902 average 16,968 (324).*

## KANSAS.

**Atchison, Globe, daily.** E. W. Howe. (324). *Offers to prove 5,200 daily circulation for 1902, or receipt any advertising bill.*

**Girard, Appeal to Reason, weekly.** J. A. Wayland. Average for 1902, 195,209 (243).

**Hutchinson, News, d'y and w'y.** W'y, during 1902, no issue less than 1,920 (346). *E. Katz, N. Y.*

**Topeka, Western School Journal, educational monthly.** Average for 1902, 8,116 (322).

**Wichita, Eagle, d'y and w'y.** Av. 1902, d'y 16,781, w'y 6,674 (364). *Buckwith, N. Y. & Chicago.*

## KENTUCKY.

**Cloverport, Breckenridge News, weekly.** J. D. Habbage. Average for 1902, 2,248 (268).

**Lexington, Leader.** Av. for 1902, d'y 2,728, w'y 2,806, s'y 4,008 (373). *E. Katz, S. A., N. Y.*

**Louisville, Evening Post, dy.** Evening Post Co., puba. Actual average for 1902, 26,905 (374).

**Paducah, Sun, daily.** Sun Publishing Co. Average for year ending June, 1902, 1,704 (378). *Daily average for September, 1902, 2,192.*

## LOUISIANA.

**New Orleans, Item, daily.** R. M. Denholme, publisher. Average for year ending June, 1902, 16,259 (367). *Official journal city New Orleans.*

**New Orleans, Louisiana Planter and Sugar Rtr, w'y.** In 1902 no issue less than 2,000 (387).

**The Southern Buck, official organ of Elksdom in Louisiana and Mississippi.** Av. '02, 2,866 (388).

## MAINE.

**Augusta, Comfort, mo.** W. H. Gannett, pub. Actual average for 1902, 1,274,766 (391).

**Augusta, Kennebec Journal, d'y and w'y.** Average d'y, 1902, 4,719, w'y 2,122 (391).

**Bangor, Commercial.** Average for 1902, daily 7,546, weekly 29,012 (392).



# A Roll of Honor—Continued.

**Lewiston, Evening Journal, daily.** Average for 1902, 6,646 (66). Weekly 15,256 (66) (365).

**Phillips, Maine Woods, weekly.** J. W. Brackett. Average for 1902, 5,416 (367).

**Portland, Evening Express, Average for 1902, daily 11,181, Sunday Telegram 7,666 (367).**

## MARYLAND.

**Baltimore, News, daily.** Evening News Publishing Co. Average 1902, 41,558 (402). January 1 to October 31, 1902, 44,856.

## MASSACHUSETTS.

**Boston, Evening Transcript (66) (412)** Boston's first table paper. Largest amount of week-day ad.

**Boston, Globe, average for 1902:** Daily, 196,679; Sunday, 276,296 (412-413). First 9 mos. 1902, dy. 195,992, Sy. 297,222. Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

**Boston, New England Magazine, monthly.** America Co., pub. Average 1902, 21,580 (439).

**Boston, Pilot, every Saturday.** Roman Catholic. Jas. Jeffrey Roche, editor. (66)

**Boston, Post, dy.** Average for 1902, 174,178 (412). Av. for Oct., 1902, dy. 185,804, Sy. 172,906. Largest p. m. or a. m. sale in New England.

**Boston, Traveler.** John H. Fahy. Established 1884. Actual daily average 1902, 75,852 (413). For first six months 1902, 76,409.

**East Northfield, Record of Christian Work mo.** Av. for yr. end'g March, 1903, 20,541 (435).

**Gloucester, Daily Times.** Average for 1902, 6,247 (427). First seven months 1902, 6,629.

**Lawrence, Telegram, daily.** Telegram Publishing Co. Average for 1902, 6,701 (438).

**Salem, Little Folks, mo., juvenile.** S. E. Casimo. Average for 1902, 75,250 (434).

**Springfield, Good Housekeeping, mo.** Avg. for 1902, 105,666 (436). For year end. Dec., 1902, 185,992. All advertisements guaranteed.

**Springfield, Republican (435).** Aver. 1902, dy. 15,406 (66), Sunday 18,988 (66), wy. 4,177.

**Worcester, Evening Post, daily.** Worcester Post Co. Average for 1902, 10,556 (439).

**Worcester, L'Opinion Publique, French, dy.** Act. av. Sept., 1902, 5,246 (\*); Oct., 5,070 (\*).

## MICHIGAN.

**Adrian, Telegram, dy.** D. W. Grandon. Av. for 1902, 1,970 (440). Av. first 9 mths. in 1902, 3,650.

**Detroit, Free Press.** Average for 1902, daily 41,952, Sunday 51,260 (440).

**Detroit, Times, daily.** Detroit Times Co. Average for 1902, 27,657 (450).

**Grand Rapids, Evening Press, dy.** Average for 1902, 23,216 (456). First 3 mos., 1902, 26,184.

**Grand Rapids, Herald, daily.** Eugene D. Conger. Average for 1902, 20,156 (456).

**Jackson, Citizen, daily.** James O'Donnell, pub. Actual average for 1902, 8,887 (461). Average for first six months 1902, 4,328.

**Jackson, Press and Patriot.** Daily average 1902, 9,952 (461); for October, 1902, 9,924.

**Kalamazoo, Telegraph.** '02 dy. 7,408, s.-wkly. 7,579 (462). To Oct. 1, '02, d. 8,424, s.-w. 8,414.

**Lansing, Evening News, daily.** Average for 1902, 9,848 (473). October, 1902, daily 12,424.

**Sarasota, Advertiser, weekly.** H. T. Johnson. No issue in 1902 less than 2,000 (474).

## MINNESOTA.

**Minneapolis, Farm, Stock and Home, semi-monthly.** Actual average 1902, 62,208 (495). Actual average July-October, 1902, 74,888.

**Minneapolis, Farmers' Tribune, twice-a-week.** W. J. Murphy, pub. Av. for 1902, 74,714 (496).

**Minneapolis, Journal, daily.** Journal Publishing Co. For 1902, 54,628 (495).

**Minneapolis, N. W. Agriculturist, s.-mo. Feb., '02, 75,168 (498). 75,000 guar'd. 3c. apate line.**

**Northwestern Miller, weekly.** Miller Publishing Co. Average for 1902, 4,200 (66) (497).

**Minneapolis, Svenska Amerikanska Posten.** S. J. Turnblad, pub. 1902, 47,975 (497).

**Minneapolis Tribune.** W. J. Murphy, pub. Average for 1902, daily, 66,872 (496); Sunday, 56,350. Six months to Nov. 1, 1902: Daily 78,061, Sunday 60,598. Est. 1907. Daily average for October, 77,218.

The only Minneapolis daily listed in *Rosell's The only American Newspaper Directory* that publishes its circulation over a considerable period down to date in *ROLL OF HONOR*, or elsewhere. The Tribune is one of the nine American newspapers the circulation of which is absolutely guaranteed by *Rosell's American Newspaper Directory*. Advertisements go in both morning and evening editions for one price.

**Minneapolis, Western Progress, mo., devoted to Western interests.** Av. for 1902, 10,000 (500).

**St. Paul, Dispatch, dy.** Aver. 1902, 49,052 (505). Present aver. 55,181. *ST. PAUL'S LEADING NEWSPAPER.*

**St. Paul, Globe, daily.** Globe Co., publishers. Actual average for 1902, 22,325 (505). First 9 mos. 1902, 21,529.

**St. Paul, News, dy.** Aver. 1902, 20,619 (506). First 9 mos. 1902, sworn average 24,081 net.

**St. Paul, Pioneer-Press.** Daily average for 1902 24,151, Sunday 20,986 (508).

**St. Paul, The Farmer, agri., s.-mo.** Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end. Feb., '03, 67,875 (507). Act. present av. 80,000.

**St. Paul, The Jolly Elk, mo.** Av. 1902, 2,891 (507). Last six months 1902, sworn to, 2,889.

**Winona, Republican and Herald, daily.** Average 1902, 3,902 (512). Av. past 6 months, 4,109.

**Westlicher Herold.** Av. 1902, 22,688; Sonntags Winona, 28,808; Volksbl. des Westens, 28,806.

## MISSISSIPPI.

**Vicksburg, American, daily.** In 1902, no issue less than 1,550 (522). In 1902, 1,900 copies.

## MISSOURI.

**Joplin, Globe, daily.** Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

**Kansas City, Journal, d'y and w'y.** Average for 1902, daily 56,876, weekly 161,109 (541).

**Kansas City, Weekly Implement Trade J'n'l.** Av. Aug., '02, 9,187 (542). Av. 3 mos. '02, 9,595.

**Kansas City, World, daily.** Aver. 1902, 62,978 (542). First 9 mos. 1902, aver., sworn, 61,452.

**Mexico, American Farm and Orchard, agrie. and hortie., mo.** Actual average for 1902, 4,823 (543). Actual aver. May, June, July, 1902, 12,667.



# A Roll of Honor—Continued.

**St. Joseph, Medical Herald, monthly.** Medical Herald Co. Average for 1902, 7,475 (567).

**St. Joseph, 300 S. 7th St.** Western Fruit Grower, m'y. Aver. for 1902, 22,297 (567). Rate 15c. per line. Circulation 30,000 copies guaranteed.

**St. Louis, Medical Brief, mo.** J. J. Lawrence. A.M., M.D., ed. and pub. Av. for 1902, 22,055 (563).

**National Farmer and Stock Grower, mo.** Av. # mos. end. Oct., '03 105,500. 1902, 68,588 (563).

**St. Louis, The Woman's Magazine, monthly.** Women and home. Lewis Pub. Co. Proven average for 1902, 908,338. Actual proven average for first 9 mos. in 1903, 1,115,760. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

## MONTANA.

**Anaconda, Standard.** Daily average for 1902 11,304 (572). MONTANA'S BEST NEWSPAPER.

**Butte, Inter-Mountain, daily.** Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

**Helena, Record, evening.** Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,209.

## NEBRASKA.

**Lincoln, Deutch-American Farmer, weekly** (590). Av. for year end. April 30, 1903, 144,554.

**Lincoln, Freie Presse, weekly** (590). Averages for year ending April 30, 1903, 144,554.

**Lincoln, Nebraska Teacher, monthly.** Towne & Crabtree, pub. Average for 1902, 5,100.

**Lincoln, Western Medical Review, mo.** Av. gr. endg. May, 1903, 1,800. In 1902, 1,660 (591).

**Omaha, Den Danske Pioneer, w'y.** Sophus F. Nebel Pub. Co. Average for 1902, 28,478 (594).

**Omaha, News, daily.** Av. for 1902, 22,777 (594). First 9 mos. 1903, sworn aver. 40,055.

## NEW HAMPSHIRE.

**Franklin Falls, Journal-Transcript, weekly.** Towne & Robie. In 1902, no issue less than 3,400.

**Manchester, News, daily.** Herb. N. Davison. Average for 1902, 7,500 (600).

Leith & Stuart, N. Y. Rep., 150 Nassau St.

## NEW JERSEY.

**Asbury Park, Press, dy.** J. L. Kinmonth, pub. Act. av. year end. July 31, '03, 8,702. In '02, 8,556.

**Camden, Daily Courier.** Est. 1878. Net average circulation for year end. Oct., '03, 6,885 (\*).

**Elizabeth, Evening Times.** Sworn aver. 1903, 2,885 (616). 6 mos. 1903, 4,258.

**Elmer, Times, weekly.** S. P. Foster. Average for 1902, 2,085, (616).

**Hoboken, Observer, daily.** Actual average 1902, 18,007 (619); Sept., 1903, 22,751.

**Jersey City, Evening Journal, dy.** Average for 1902, 17,532 (619) 1st 6 mos. 1903, 18,407.

**Jersey City, Sunshine, mo.** J. W. Floridy. Av. for year ending Jan., 1903, 24,500 (620).

**Newark, Evening News.** Evening News Pub. Co. Av. for 1902, dy. 50,406, Ry. 15,915 (621).

**Newmarket, Advertiser's Guide, mo.** Stanley Day, publisher. Average for 1902, 5,441 (623).

**Red Bank, Register, weekly.** Est. 1878. John H. Cook. Actual average 1902, 2,857 (626).

## NEW-YORK.

**Albany, Journal, evening.** Journal Co. Average three months to October 1, 1903, 17,521.

**Albany, Times-Union, every evening.** Establ. 1856. Average for 1902, 25,294 (635).

**Binghamton, Evening Herald, daily.** Evening Herald Co. Average for 1902, 10,891 (636).

**Buffalo, Courier, morning;** Enquirer, evening. W. J. Connery. Average for 1902, morning 48,818, evening 50,401 (641).

**Buffalo, Evening News.** Dy. av. 1902, 74,224 (641). Smith & Thompson, Rep., N. Y. & Chicago.

**Cornell, Evening Leader, daily.** Average for 1902, 4,064 (647). September, 1903, 5,955.

**Cortland, Democrat, weekly.** F. C. Parsons. Actual average for 1902, 2,225 (647).

**Elmira, Ev'g Star.** Av. for 1902, 8,255 (651). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 150 Nassau St.

**Ithaca, News, daily.** Ithaca Publishing Co. Average for 1902, 2,116 (658). Av. for Sept., '03, 4,500. Leith & Stuart, N.Y. Rep., 150 Nassau St.

**Newburgh, News, dy.** Av. for 1902, 4,257 (666). Guaranteed by affidavit or personal investigation. New York City.

**American Engineer, m'y.** R. M. Van Arsdale, pub. Av. 1902, 8,816 (661). Av. 10 mos. '03, 8,745.

**American Machinist, w'y, machine constr.** (Also European ed.) Av. 1902, 15,561 (661) (670).

**Amerikanische Schweizer Zeitung, w'y.** Swiss Pub. Co., 62 Trinity Pl. Av. for 1902, 15,000 (671).

**Automobile Magazine, monthly.** Automobile Press. Average for 1902, 8,750 (686).

**Baker's Review, monthly.** W. R. Gregory Co., publishers. Average for 1902, 8,048 (688). Average for first six months end. July 31, 1903, 4,416.

**Bensinger's Magazine, family monthly.** Bensinger Bros. Average for 1902, 28,479 (686).

**Caterer, monthly.** Caterer Pub. Co. (Hotel, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,253 (687).

**Cheerful Moments, monthly.** Geo. W. Willis Publishing Co. Average for 1902, 208,222 (687).

**Clipper, weekly.** Frank Queen Pub. Co., Ltd. Average for 1902, 26,244 (690) (673).

**Delineator, fashion mo.** Bitttrick Pub. Co., Ltd. Est. 1872. Av. 1902, 721,009 (688). Act. av. circ'n for 6 months ending June, 1903, 876,927.

**El Comercio, mo.** Spanish export. J. Shepard Clark Co. Average for 1902, 8,875 (689).

**Electrical Review, weekly.** Electrical Review Pub. Co. Average for 1902, 6,212 (690) (674).

**Engineering and Mining Journal, weekly.** Est. 1866. Average 1902, 10,009, (690) (674).

**Forward, daily.** Forward Association. Average for 1902, 11,709 (697).

**Frank Leslie's Popular Monthly, Frank Leslie Publishing House.** Actual av. for 1902, 204,621 (690). December, 1903, edition, 253,650 copies.

**Hardware, semi-monthly.** Average for 1902, 8,902 (693); first half 1903, 9,262.

**Morning Telegraph, daily.** Daily Telegraph Co., pub. Average for 1902, 28,226 (698).

**Music Trade Review, music trade and art weekly.** Av. for 1902, 5,452 (677).

**New Thought Magazine, moved to New York City.** Average ending January, 1903, 29,229 (183). Average ending December, 1903, 104,977. sworn. The only medium for New Thought people.

# A Roll of Honor—Continued.

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub., 8 Spruce street. (©) (©) (679).

Pocket List of Railroad Officials, gly. Railroads & Transp. Av. '02, 17,606 (702); av. '03, 17,992.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 8,650 (679).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. P. Rowell. Est. 1888. Average for 1902, 18,987 (679).

Railroad Gazette, railroad and engineering weekly. 23 Fulton street. Est. 1856. (©) (©) (680).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1903, 8,488 (667).

The Iron Age, weekly, established 1855 (©) (©) (678). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

Awarded November 30, 1901,  
"by Printers' Ink, the Little  
"Schoolmaster in the Art of  
"Advertising, to The Iron Age,  
"that paper, after a canvass  
"of merits extending over  
"a period of ten months, hav-  
"ing been pronounced the one trade paper in the  
"United States of America best, taken all in all,  
"renders its constituency the best service and best  
"serves its purpose as a medium for communica-  
"tion with a specified class."

The New York Times, daily. Adolph S. Ochs, publisher. 1902 A (©) (©) (669).

Wilshire's Magazine. Gaylord Wilshire, ed., 123 E. 33d St. Act. av. ending Sept., 1902, 16,000 (1068). Actual av. first eight mos., 1903, 100,625.

Worcester, Case and Comment, mo. Law. Av. for 1902, 30,000 (715); 4 years' average, 50,126.

Schenectady, Gazette, daily. A. N. Liecky. Average for 1902, 9,997 (718). Average for the month of August, 1903, 18,011.

Syracuse, Evening Herald, daily. Herald Co., pub. Av. for 1902, dy. 22,115, Sunday 29,009.

Utica, National Electrical Contractor, mo. Average for 1902, 2,292 (723).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 15,618 (723).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 5,468 (724).

Wellsville, Reporter. Reporter Ptg. House, pub. Av. for 1902, dy. 1,044, a-wy. 2,744 (726).

Whitehall, Chronicle, weekly. Ingles & Tefft. Average for 1902, 4,122 (726).

## NORTH CAROLINA

Lexington, Dispatch, wy. In 1902 no issue less than 5,000 (736). Aver. first 8 mos. 1903, 6,800.

Raleigh, Biblical Recorder, weekly. Average 1902, 7,655. Six months 1903, 8,691.

## NORTH DAKOTA

Grand Forks, Normanen, weekly. Normanen Pub. Co. Average for 1902, 4,869 (744).

Herald, dy. Av. for '02, 4,759 (744). Actual aver. for Sept. '03, 5,629. North Dakota's BIGGEST DAILY. La Costa & Maxwell, N. Y. Rep.

## OHIO

Akron, Beacon Journal Daily average 1902, 7,869 (750). Year ending Sept. 30, 1903, 8,065.

Ashland, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,558 (752).

Cincinnati, Enquirer. Established 1822. Daily (©) (©), Sunday (©) (©) (761). Beckwith, New York.

Cincinnati, Mixer and Server, monthly. Actual average for 1902, 16,088 (764). First eleven months 1903, actual aver. 22,591. Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 2,584 (765).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. aver. for 1902, 148,018 (761). Act. aver. for first six months 1903, 147,601.

Cleveland, Current Anecdotes (Preachers' Mag.), mo. Av. year end, Sept., 1902, 11,875 (768).

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,989 (770).

Columbus, Sales Agent, monthly. E. L. Moon, publisher. Average for 1902, 4,958 (771).

Dayton, News, dy. News Pub. Co. Average for 1902, 16,530 (773). October, 1903, 16,809.

Lancaster, Fairfield Co. Republican. In August, '02, no issue less than 1,050 for 2 years (783).

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1877. Actual average for 1902, \$11,320 (800). Actual average for first six months, 1903, \$40,375.

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1902, \$62,666 (800). Actual average for first six months, 1903, \$85,166.

Toledo, Medical and Surgical Reporter, mo. Actual average 1902, 10,917 (822).

Toronto, Tribune, weekly. Frank Stokes, publisher. In 1902, no issue less than 1,250 (830).

## OKLAHOMA

Guthrie, Oklahoma Farmer, wy. Actual average 1902, 22,178 (813). Year end, June 30, '03, 24,198.

Guthrie, Oklahoma State Capital, dy. and wy. Average for 1902, dy. 18,806, wy. \$1,323 (815). Year ending July 1, '03, dy. 19,868; wy. 22,119.

## OREGON

Astoria, Lannetar. C. C. Rosenberg, Finnish, weekly. Average 1902, 1,895 (830).

Portland, Evening Telegram, dy. (ex. Sun). Sworn cir. '03 (8 mos.), 17,828. In '02, 16,866 (834).

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, 5,808; first 8 mos. 1903, 4,912.

## PENNSYLVANIA

Allentown, American Tourist, mo. Av. year end, Aug. '02, 6,180 (878). This paper was formerly published in Pittsburgh and is now continued under the name of The American Home Companion.

Cannonsville, Courier, weekly. Actual av. for 1902, 8,165 (828). The "Courier" has a daily issue since Nov. 1902; upon application.

Erie, Times, daily. Average for 1902, 10,645 (843). E. Katz, Special Agent, New York.

Harriburg, Telegraph, dy. No issue for year end, Feb., '02, less 7,500 (847). Sworn av. year end, July, '03, 9,429. Average Sept., '03, 10,681.

Philadelphia, American Medicine, wy. Av. for 1902, 19,537 (865). At. March, 1903, 16,837.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,748 (871).

# A Roll of Honor—Continued.

**Philadelphia, Farm Journal**, monthly. Wilmer Atkinson Company, publishers. Average for 1902, 5,288,127 (87). *Printers' Ink* awarded the seventh sugar bowl to Farm Journal with this inscription:



"Awarded June 23th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of Advertising, to the Farm Journal, after canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns."

**Philadelphia, Grocery World**, w'y. Grocery Pub. Co. Av. for 1902, 9,498 (867). Average first six months 1903, 9,786.

**Philadelphia, Press**, av. circ. over 100,000 daily. Net average for Oct., 1903, 107,474 (84).

**Philadelphia, Public Ledger**, daily. Adolph S. Ochs, publisher. (C) (86).

**Philadelphia, Reformed Church Messenger**, w'y. 1306 Arch st. Average for 1902, 8,574 (868).

**Philadelphia, Sunday School Times**, weekly. Average for 1902, 101,815 (869). Average for July 1, 1903, 105,057. Religious Press Assn., Phila.

**Philadelphia, The Evening Bulletin**, d. ex. R. Average for 1902, sworn, 120,489 (864) copies daily, net paid. Average for first six months of 1903, sworn statement, 141,196 copies per day, net paid. The Bulletin's circulation figures are net, all damaged, unsold, returned and free copies being deducted. No other Philadelphia newspaper states or prints its net figures. The Bulletin goes daily into more Philadelphia homes than any other medium. It has by many thousands the largest city circulation in Philadelphia.

**Pittsburg, Chronicle-Telegraph**. Aver., 1902, 67,342 (876). Sworn statement on application.

**Pittsburg, Gazette**, d'y and Sun. Aver. d'y 1902, 60,229 (876). Sworn statement on application.

**Pittsburg, Labor World**, w'y. Av. '02, 16,025 (877). Reaches best paid class of workmen in U. S.

**Pittsburg, Times**, daily. Wm. H. Seif, pres. Average for 1902, 59,571 (876). Average first six months 1903, 64,871.

**Seranton, Times**, every evening. Edw. J. Lynett. Average for 1902, 19,917 (883).

**Warren, Forenings Vannen**, Swedish, mo. Av. 1902, 1,541 (889). Circulates Pa., N. Y. and O.

**Washington, Reporter**, daily. John L. Stewart, gen. mgr. Average for 1902, 5,857 (889).

**West Chester, Local News**, daily. W. H. Hodgson. Average for 1902, 15,086 (890).

**York, Dispatch**, daily. Dispatch Publishing Co. Average for 1902, 7,301 (893). Average for October, 1903, 8,160.

## RHODE ISLAND.

**Providence, Daily Journal**, 15,975 (C) (896), Sunday 18,231 (C). Evening Bulletin 57,531, average 1902. Providence Journal Co., pub.

## SOUTH CAROLINA.

**Anderson, People's Advocate**, weekly. G. P. Browne. Aver. 1902, no issue less than 1,700 (899).

**Columbia, State**, daily. State Co., publishers. Average for 1902, 5,777 (901). Daily average for the first six months of 1903, 6,664 copies.

## SOUTH DAKOTA.

**Sioox Falls, Argus Leader**. Tomlinson & Day, publishers. Actual daily average for 1902, 5,919 (915). Sworn average for August, 1903, 9,457.

## TENNESSEE.

**Chattanooga, Southern Fruit Grower**, mo. Actual average 1902, 11,204 (920). Rate, 2 cents per line. Average for September, 1903, 13,156.

**Gallatin, Semi-weekly News**. In 1902 no issue less than 1,850 (923). First 5 mos. 1903, 1,425.

**Knoxville, Sentinel**, daily. Average 1902, 7,701 (925). Average October, 1903, 10,716.

**Memphis, Commercial Appeal**, daily. Sunday and weekly. Average 1902, daily 27,506, Sunday 34,910, weekly 74,518 (927). First 5 mos. 1903, dy. 25,445, Sy. 27,212, wy. 76,925.

**Nashville, Banner**, daily. Av. for year ending Feb., 1902, 18,078 (929). Av. for June, 1903, 19,556. Only Nashville d'y eligible to Roll of Honor.

**Nashville, Christian Advocate**, w'y. Bigham & Smith. Average for 1902, 14,241 (929).

## TEXAS.

**Dallas, Retail Grocer and Butcher**, mo. Julian Capers, publisher. Average for 1902, 1,000 (944).

**Denton, Denton Co. Record and Chronicle**, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

**El Paso, Herald**, daily. Average for 1902, 5,345 (948). J. F. Smart, Direct Representative, 100 Nassau St., New York. In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the HERALD rating, but it has recently been made apparent that the "Times" rating is fraudulent.—PRINTERS' INK, July 25, 1903.

**La Porte, Chronicle**, weekly. G. E. Kepple, publisher. Average for 1902, 1,229 (954).

**Paris, Advocate**, dy. W. N. Purrey, pub. 1903 no issue less than 1,150 (960). May, 1903, 1,257.

## UTAH.

**Ogden, Standard**. Wm. Glassman, pub. Av. for 1902, daily 4,022, semi-weekly 5,051 (970).

## VERMONT.

**Rare, Times**, daily. F. E. Langley. Aver. 1902, 2,354 (974). First six months 1903 2,588.

## VIRGINIA.

**Norfolk, Dispatch**, daily. Daily average for 1902, 5,093 (985). Aug., 1903, 8,494.

## WASHINGTON.

**Spokane, Saturday Spectator**, weekly. Frank Leake. Average for 1902, 5,556 (990).

**Tacoma, Daily News**, dy. Av. '02, 18,650 (1000). Av. 9 mos. 1903, 14,014. Saturday issue, 17,222.

**Tacoma, Ledger**. Dy. av. 1902, 10,986; Sy., 14,195; wy., 7,414 (1001). Av. 7 mos. 1903 exceeds: Dy., 12,500; Sy., 15,500; wy., 8,500. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

## WEST VIRGINIA.

**Kingwood, Preston Co. Journal**, w'y. W. S. Whetzel. Av. for 1902, 1,507. 1st 3 mos. '03 1,715.

**Parkersburg, Sentinel**, daily. R. G. Hornor, pub. Average for 1902, 2,804 (1008).

**Wheeling, News**, d'y and S'y. News Pub. Co. Average for 1902, d'y 5,026, S'y 8,505 (1011).

## WISCONSIN.

**Madison, Amerika**, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1026).

**Milwaukee, Badger**, monthly. Badger Pub. Co. Av. for year ending March, 25,823 (1033); since October, 30,009. Rate, 50c a line.

**Milwaukee, Evening Wisconsin**, daily. (Evg.) Wisconsin Co. Av. for 1902, 20,745 (C) (1029).

**Milwaukee, Journal**, daily. Journal Co., pub. Av. end. Feb., 1903, 29,425 (1029). Oct., 24,804.

**Oshkosh, Northwestern**, daily. Av. for 1902, 5,902 (1035). First 5 mos 1903, 6,270.

## A Roll of Honor—Continued.

**Racine, Journal, daily.** Journal Printing Co. Average six months to July 1, 1903, \$2,706.

**Racine, Wisconsin Agriculturist, weekly.** Average for 1902, \$7,515 (1903). For year ended October 31, 1903, \$1,989.

**Waupaca, Post, weekly.** Post Publishing Co. Average for 1902, \$3,588 (1904).

### BRITISH COLUMBIA.

**Vancouver, Province, daily.** W. C. Nichols publisher. Average for 1902, \$5,987 (1903).

**Victoria, Colonist, daily.** Colonist P. & P. Co. Average for 1902, \$5,574 (1903).

### MANITOBA, CAN.

**Winnipeg, Der Nordwesten, German weekly.** Average for 1902, \$4,161. 1st 9 mos., 1903, \$9,100.

**Winnipeg, Free Press, daily and weekly.** Average for 1902, daily 15,841, weekly 10,674 (1904). Daily, first ten months, 1903, 18,208.

### NOVA SCOTIA, CAN.

**Halifax, Herald and Evening Mail.** Average for 1902, \$5,571 (1903); Aug.-Sept., 1903, 10,546.

### ONTARIO, CAN.

**Toronto, Canadian Implement and Vehicle Trade, monthly.** Average for 1902, \$3,250 (1907).

**Toronto, Star, daily.** Average for 1902, 14,161 (1904). Six mos. to October 1, 1903, 21,320.


### QUEBEC, CAN.

**Montreal, La Presse, Trefle Berthiaume, publisher.** Actual average 1902, daily 70,430. Average to Sept. 1st, 1903, 75,075 (1903).


**Montreal, Les Debats, wy.** Ed. Chartier, pub. Av. 1902, 6,577. This paper is now published under the name of *Le Combat Journal Independent*.


**Montreal, Star, dy. & wy.** Graham & Co. Av. for '02, dy. 55,070, wy. 121,418 (1903). Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.

 No Amount of Money

 can buy a place in this

 list for a paper

 not having the

 requisite qualification.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance, six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advs. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

CHARLES J. ZINGG,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, DEC. 2, 1903.

## ADVERTISING HELP.

### II.

First clear away all the rubbish of your past notions. Forget that you are going to write your own advertising. Just sit down, quietly and alone, and think about your business. Think about it in the objective—not as your business, but as some other man's business.

There are three strong fundamental features about this business. First, your goods; second, your customers, and third, yourself. To get good results from your business you must have harmony of all three. You will have to accept your customers as you find them, but you can influence your goods and control yourself.

Think of yourself as another fellow. Get some good, intelligent friend to tell you your faults and good points. Are you cross, irritable, exacting or slipshod? Only a good merchant can get up good advertising. If you are not right get yourself fixed at once. The personal feature of every merchant counts for more than the goodness of his wares. You can get the goods providing you have the ability to sell them. You can change your stock easier than your character, but it can be done if you make sufficient effort.

See that your store is stocked in harmony with the needs of your customers. Get a close line on what they want. Never mind what you want to sell. You are the servant; your customers are your masters. Satisfaction is built on a

host of little things that you may not realize. Your customers never understand why they are influenced to trade at this or the other store. The subtle influences are only understood by the close student of human nature.

What has this to do with advertising? Everything. It gives you the proper foundation on which to base your efforts. When you properly estimate your own value, the good of your store to the public, you have made great progress toward good advertising. Know thyself first before you attempt to tell others what you are like.

Every business has a feature—or should have—that is different, better, than others. This feature may not be a big thing, but it may be just enough to turn the balance of trade in your favor if properly handled. Get just as good a feature as possible, then advertise it.

If ten stores are selling the same goods at the same price, the trade will not be evenly divided. Business is the survival of the fittest. There is always a reason behind every success—a cause for every failure. The live, wide-awake, good-natured man will get the most trade, and he is entitled to it.

And now to the writing. Every ad should be a message, an account of some feature about some particular article. Don't try and cover the whole store in one ad. Select some seasonable article that is interesting. Don't select the article because you are anxious to sell it just now, unless you are willing to sacrifice on the price. Don't select what you want to sell, but what you think your customers will want to buy—now. Never use your advertising to work off dead or out-of-season stock unless you make a price concession. Select bright, new, fresh goods—goods over which you can really work some enthusiasm.

When writing forget words. Just keep your mind on your goods and your customers. Think of the facts they would want to know and then write down these facts in the most simple and plain manner. Don't be scared if it looks quite ordinary.

You must have a thought in your own mind before you can write.



Get the thought first. Get it well fixed before you write. Then put your thought into words and write the words down. Use ordinary words. Don't attempt big, high-sounding forms. It may not be just grammatical. It should be clear and plain even at the risk of criticism from a technical point of view. You are a business man. You have an average education and a lot of good honest goods to sell and a world of good cheer and hope in your business. Your words are a picture of your goods and your good cheer and hope. They will find a response in the hearts of men and women. They will come to like you on account of your frankness and simplicity. They will have faith in you. They will buy your goods. That is the aim and object of advertising.

THE Christmas *Collier's* will appear December 8. The edition is to be 600,000 copies.

A NEW paper controlled by Mr. Hearst and called the Los Angeles *Examiner* is scheduled to appear in that city December 13, according to the San Francisco *Bulletin*.

ACCORDING to a detailed statement submitted by the S. C. Beckwith Special Agency, the Philadelphia *Press* had a daily average circulation of 107,474 copies during October, 1903.

ADVERTISING should be positive. Some ads hedge, and qualify, and say nothing. The ad that pays is the one written because the advertiser had something to say and said it.

THE weekly edition of the Montpelier *Argus and Patriot* is a power in the country districts of Central Vermont, as is shown by its list of over three thousand subscribers who seldom or never read the daily papers. Its annual circulation statement to the American Newspaper Directory shows that its average issue in 1902 was 3,556 copies. A glance at a copy of the *Argus and Patriot* will demonstrate its virility to any judge of country newspapers.

Ads properly planted and carefully cultivated will yield a harvest of returns.

Too many arguments in an ad weakens the force of each individual argument.

FAULTY goods behind good advertising have been responsible for more loss than lukewarm advertising of good goods. The latter often pays. The former never can for any length of time.

COMPETITION becomes more active in business with the possibilities of success in it. It is possible to make much more money now than in former years. But it is true, also, that it demands more energy and push now than ever before in the history of trade. There are so many excellent chances that a larger number of active, bold spirits are attracted by them and seek to seize them.

Good judgment is the essence of success in advertising. One must know how to offer goods that the people want, or that they think they want, which is in effect the same thing. The wares must be seasonable, or they must be seasoned with the savor of seeming to meet present needs. It is indispensable that the successful business man shall understand thoroughly the requirements of the public which he reaches.

ADVERTISING is a plain business proposition; manage it well and it pays you, manage it indifferently and it is a loss.—Graves, Nance & Co., Laughlin Building, Los Angeles.



Four weeks more—the special offer — PRINTERS' INK at three dollars cash for a whole year. Subscribe before the time slips by.

If the ad pays the reader it will pay the advertiser tenfold.

"CATCHY" is a word that was once applied liberally to advertising, but it has dropped out of sight since it was learned that good advertising is never meant to "catch" anybody.

THERE would be less complaint about lack of results from advertising if the advertiser allowed as much time to laying the foundations of profitable publicity as was devoted to building up the business itself. "Slow fire makes sweet malt."

SCRANTON, Pa., has a clearing house for trading stamps. The New York Store, that city, conducts an exchange department where trading stamps of the several kinds used by different merchants may be exchanged for others, thus enabling the possessor to fill books quickly. Stamps are also bought for cash or taken in payment for any kind of merchandise.

By means of a splendid carrier system, the Newark, N. J., *Evening News* reaches the homes, not only of Newark, but throughout the wealthy section composed of the Oranges, Montclair, Arlington, Bloomfield, Summit and all other towns in Northern New Jersey and also along the New Jersey seacoast, representing a thrifty, wealthy population of over 600,000. A thorough investigation can only serve to demonstrate the absolute truth of my claims.—*M. Lee Starke.*

THE Essential. In advertising in the Buffalo field, the foundation rock on which everything else is based is the *Express*. With it most of the field is covered, and the best of it; without it, the most profitable portion is left untilld.

That is because the best class of the readers of all the other papers take the *Express* too, while the best of the *Express's* readers hardly glance at any other paper.

Why? Because the *Express* is both excellent and popular. — *Leaflet of the Express.*

THE *New Thought*, Ella Wheeler Wilcox and William Walker Atkinson, editors, formerly published at Chicago, is now published at 27 East Twenty-second street, New York City.

THE *Advertiser's Hand-Book* is a new PRINTERS' INK baby from Knoxville, Tenn., published by J. R. Williams, an advertising specialist of that town. The first issue contains sixteen pages of creditable miscellany, chiefly local in its trend.

THE *Mail and Express* has established as a permanent feature of its literary department a regular monthly Magazine Review, appearing on the last Saturday of each month, which is devoted entirely to reviews, comments and criticisms of the monthly magazines. This new feature of the *Mail and Express* is meeting with great success.

TALK as you will about the decay of country weeklies, the local newspaper will always be necessary in every small community. There are plenty of towns in this country where two or three weeklies are published, where it does not seem to an outsider as though any one was really necessary to the town. But this is always the fault of the papers—not of the community. No village is so small but it will support a local newspaper of the right sort, and few towns are so small that a live local paper is without value as an advertising medium.

ACCORDING to the New York *Sun*, the ten greatest seaports of the world are the following, named in order of the over-sea traffic enjoyed by each:

London,  
New York,  
Antwerp,  
Hamburg,  
Hong Kong,  
Liverpool,  
Cardiff,  
Rotterdam,  
Singapore,  
Marseilles.

If the coastal figures were considered with those of the deep sea trade of the various ports, New York is to-day the leading seaport of the world.



Be sure you're right and then persist.

THE Thomas Auto-Bi is a motor bicycle, made by the E. R. Thomas Motor Co., Buffalo. The firm wants young men to introduce and sell this vehicle, and to that end sends out a booklet entitled "A Sure Road to Success," in which the machine is not only described, but the selling possibilities and the opportunities that lie to the hand of a young man who will think success and work for it. The matter is optimistic and convincing, and ought to attract the right sort of people. The booklet bears the imprint of the Murray-Woodward Advertising Co., Buffalo.

THE Kalamazoo *Gazette-News* issues a folder in which its publisher asserts a daily average for October of 9,243 copies. The Kalamazoo *Telegraph*, the only other daily in Kalamazoo, is credited in the Roll of Honor with a daily average of 8,424 for the first nine months of 1903. Last year the *Telegraph* had 7,403 in Rowell's Directory. The *Gazette-News* had 7,346, and has made so much hullabaloo about the odd fifty-seven copies that both papers have been well advertised the past year. Evidently there is little difference between them, and both are important in covering Southwestern Michigan.

NINE merchants of Wyoming County, West Virginia, were arrested some months ago for selling Peruna, on the ground that it was an intoxicating drink and violating the liquor laws of the State. A test case was tried, says the *Wyoming Herald*, Oceana, W. Va. A bottle of Peruna was analyzed and found to contain twenty-eight per cent of alcohol. The defendant admitted selling it, but held that it was a patent medicine, extensively advertised, and he bought it as such, desisting from further sales when he learned that it was also an intoxicant. The court instructed the jury to return a verdict of guilty, and a fine of \$100 was imposed, which will apply in the other eight cases.

In connection with his duties as Assistant General Manager of the Minneapolis *Tribune*, A. W. Peterson is now manager of the advertising department of that paper.

WITH a ten-cent box of smoking tobacco recently bought at one of the United Cigar Stores the purchaser received three different coupons. The first was in the box, fifty being good for a briar pipe, presented by the manufacturer. The second was a rebate slip pasted to the box, twenty-five being redeemed with a self-closing tobacco pouch by the United Cigar Stores Co. The third was a certificate given by the cashier, representing ten cents, good for that amount in the purchase of a large assortment of premiums given by the company that controls these stores.

American Newspaper Directory	
for 1903, price . . .	\$10
American Newspaper Directory	
for 1904, price . . .	10
	<hr/> \$20

IF BOTH ARE WANTED A REDUCTION OF \$5 IS NOW ALLOWED.

The subscription price of the American Newspaper Directory is ten dollars a volume.

The latest issue was published in April, 1903. The price of that issue is ten dollars.

The next issue will be published in April, 1904. The price of that issue will be ten dollars.

For fifteen dollars sent now a subscription will be accepted for both the last issue of the Directory and the next issue. The last issue to be sent, carriage paid, as soon as the order is received: the next issue to be forwarded, carriage paid, as soon as published, i. e., in April 1904. If interested remit fifteen dollars to

PUBLISHERS OF ROWELL'S AMERICAN  
NEWSPAPER DIRECTORY,  
No. 10 Spruce street, New York.

ON page 16 of this issue readers of the Little Schoolmaster will find a reproduction of an advertisement of *Collier's Weekly*, which is to appear in the space of two pages in the *Saturday Evening Post*. The modern process of reduction by photography is so inexpensive that PRINTERS' INK often likes to preserve in its pages advertisements of a striking nature, and it is always done entirely free of charge.

"THE Land of Now" is a handsome forty-eight page booklet, issued by the Rock Island System for following up inquiries concerning Oklahoma. The road is promoting this territory through the magazines, and such an ad as the double-page "Oklahoma—An Opportunity," in the *Saturday Evening Post* of November 14 marks the furthest possible advance over railroad literature of the times that were. The paragraphs in the chapter "There Are Obstacles" show how honesty and the presentation of both sides of the picture make for better advertising than the old method of beslobbering adjectives over the bright side and saying nothing about drawbacks:

There are obstacles. Of course there are. There always are. If going to Oklahoma were as simple an undertaking as boarding a street car or calling on a neighbor, the population of the territory would be ten times as great as it is. But it isn't a simple undertaking; it's a big thing—one of the biggest things in a man's life. It means the severance of family and social ties. It means that for a time at least one is apt to lead a rather lonely life. In some cases, it means that a man must start all over again. There are obstacles. They are big enough to deter many a man, but they are not insurmountable and they are not one-tenth as great as those our forefathers met and overcame. Take Indiana and Ohio and Illinois, seventy or eighty years ago. What did the newcomer find? Did it not take him weeks, yes, even months, to reach his destination? Did he not have to make the journey under conditions of absolute hardship and sometimes of danger? And when he reached his journey's end, was the outlook especially reassuring? Did he not have to clear his land and build his house and fence his fields? Of course he did. And are you made of softer stuff than he? Could you not, if necessary, endure some of the privations which your forefathers endured? You could; of course you could. But you need not. For the Oklahoma of to-day is very different from the Illinois of 1830.

THE following prize competition opened by Mr. Thomas Balmer, advertising manager of the Butterick Trio, 17 West Thirteenth street, New York City, is well calculated and interesting enough to bring forth valuable ideas and suggestions that may be slumbering now. Mr. Balmer's proposition is one that has the Little Schoolmaster's full indorsement. It is wise to draw out outside talent and ideas by offering substantial rewards for meritorious opinions, and PRINTERS' INK has no doubt that Mr. Balmer will get material that benefits his business in more ways than the one chiefly sought. Every active pupil of the Little Schoolmaster should take a hand and try to win the prizes offered. Even though a competitor may fail to secure a prize it will do him a lot of good to investigate the problem and write down his opinions about it. Constant mental activity makes the good advertising man.

#### TWO HUNDRED DOLLARS FOR ESSAYS ON ADVERTISING.

I offer \$100.00 for a paper that will set forth most clearly, concisely and truthfully: first, the reasons why and the occasions when an advertiser should use magazines instead of daily papers; secondly, why and when advertisers should consider both magazines and daily papers before selecting either one exclusively to promote their business; thirdly, the advantage magazines offer for certain lines of advertising and under what conditions the use of dailies offers a comparatively strong opportunity for success; fourthly, the conditions that require magazines to be used after the daily papers, and the proper time in which the magazine advertising, in such cases, should be made to carry on the work started by the daily papers. In addition, cite instances from personal knowledge, or quote reliable authority, where advertisers have made their entire success in introducing goods nationally through the use of magazines exclusively.

For the best paper \$100.00 will be paid. For the four next best \$25.00 each will be paid. Each manuscript must be typewritten and unsigned, but the name and address of the writer must be enclosed with the manuscript in a separate sealed envelope. Each manuscript will be given a number to correspond with the number on the accompanying sealed envelope, which will not be opened until all the manuscripts have been passed on by the judges. The manuscripts will be submitted to the verdict of five leading advertising magazine agents, who will mark the first five in their relative order. There is no limit to the number of words that may be submitted, but in

manuscripts of equal quality conciseness will be preferred. In making awards good English and lucid argument will also be considered.

Manuscripts must be mailed not later than February 1st to Thomas Balmer, Advertising Manager of the Butterick Trio, 17 West Thirteenth street, New York City, and the awards will be paid by him as soon as the decisions of the five judges have been rendered.

If a manuscript among those not receiving a prize contains an important argument not mentioned by any of the prize winners, arrangements will be made for its purchase.

Every student of advertising should be interested in knowing when and why magazines should be used in preference to any other form of publicity. It is in the interest of securing the best opinions on the subject that this offer is made.

The following leading magazine advertising agents have kindly consented to act as judges:

Fuller's Advertising Agency, C. H.,  
Lord & Thomas,  
Mabin Advertising Company,  
Procter & Collier Company,  
Thompson Company, J. Walter.

THE Powers Mercantile Co., the Minneapolis department store that holds the distinction of using more newspaper space than any other store in the Flour City, last Sunday complimented its favorite advertising medium, the *Tribune*, by perfuming all of the white paper used in printing the *Tribune* for that day. The mechanical engineer of the *Tribune* procured gallon bottles and constructed atomizers, which were connected by rubber hose with the compressed air plant of the *Tribune*. This secured a constant and even spray of the dainty perfume which was to greet the reader Sunday morning when the *Tribune* was opened. One atomizer sprayed each of the three rolls of paper on all three of the great Hoe perfecting presses. Two barrels of perfume were used.

Every publisher in the United States, whose medium has a just claim for advertising patronage, either on the ground of quality or quantity—or both—should read the article "A STEP FORWARD," on pages 3 and 4 of this issue of PRINTERS' INK.

#### THE SPACE CLUB OF BOSTON.

The organization of the Space Club of Boston began to assume definite form on Monday evening, Nov. 16, at the American House, when about fifty men in the advertising business assembled to discuss plans of organization. It was a representative gathering of the heads of advertising agencies, newspaper publishers and men from their advertising departments, advertising managers of leading business concerns of not only Boston, but of New England, and Boston representatives of the principal publications of the country. All were enthusiastic over the great need of a club in Boston, which would include all men connected with the advertising business or its allied interests, and it was apparent that the Space Club would become a successful reality. Mr. John H. Fahey, publisher of the Boston *Traveler*, was elected chairman, pro tem., and Mr. P. F. O'Keefe, of Pettengill & Co., temporary secretary. The question most discussed was whether they should organize as a dining club, with only monthly dinners, or as an organization with permanent club rooms. The majority seemed to be in favor of the latter. It was decided to have a dinner on Monday evening, December 7, which all those present agreed to attend and bring one or more eligible members. The dinner committee appointed consisted of J. W. Wharf, Howard F. Marston, and Henry G. Pagan, of the Pagan Advertising Agency.

The following committees were appointed to report at this dinner: On Organization and Finance—John H. Fahey, Clarence E. Jagger, Harry A. Wheeler and E. J. Seward. To Look Up Temporary and Permanent Quarters—W. J. Hynes, of the Boston *Herald*; George W. Coleman, Joseph C. Drum, Hon. John F. Fitzgerald and Harvey W. Bell. On Membership—P. F. O'Keefe, William H. Lyons, Carrol J. Swan, Frank L. Erskine and Harvey W. Bell. The club is desirous of securing as many non-resident members as possible, and proposes to make its club rooms an inviting headquarters for all out-of-town advertising men when visiting Boston. Any one desiring to send in an application for membership to the Space Club may address Mr. P. F. O'Keefe, of Pettengill & Co., Boston.

#### THE LITTLE SCHOOLMASTER'S CARTOONS OF SPECIALS.

##### IX.



S. S. VREELAND.

## A NATIONAL ADVERTISING CLUB.

Ellis Fayette Olmsted, advertising manager of the Natural Food Co., Niagara Falls, N. Y., believes that advertising would be greatly simplified and advanced if advertisers and publishers in every part of the country could come together at least once a year to talk things over. There is no national organization of advertising men. Such associations as the Sphinx Club are more or less local in their work, and chiefly social in their purpose. They take up advertising questions and are helpful to a certain extent, but have no serious aim.

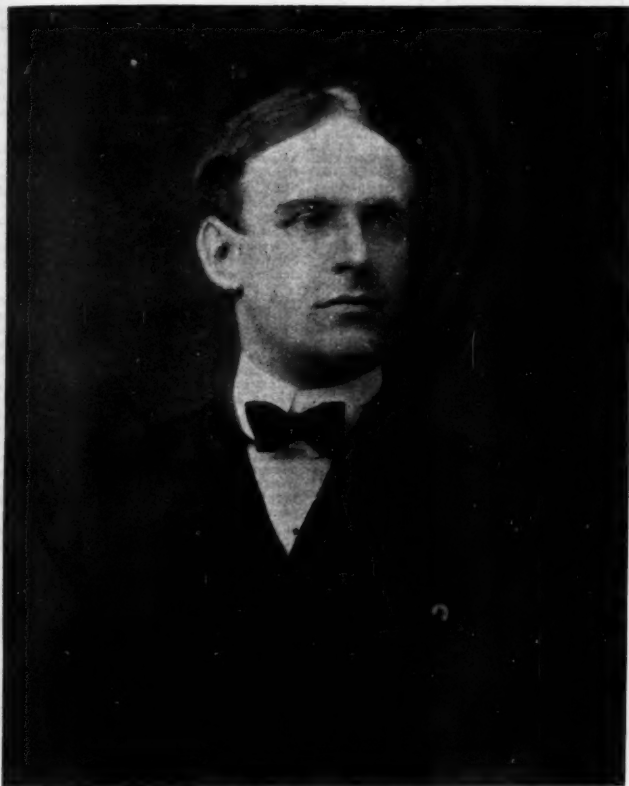
"What the advertising world needs," said Mr. Olmsted recently, "is a national club or association that will meet to promote the welfare of both advertisers and mediums. Such an association could settle many questions and institute reforms, but the most valuable result would be the bringing together face to face of the men who are interested in advertising on its several sides. Until a man has conducted an advertising campaign he can have no notion of the detail and difficulties that attend the most ordinary transactions between advertiser and publisher. Most of this business is transacted by correspondence. The parties do not know one another personally, and things go along at cross purposes, often ending in actual hostilities. Personal acquaintance of advertisers and publishers not only makes this relation more congenial, but gives each the benefit of the other's experience and knowledge, and fosters the toleration that one naturally has when he knows what difficulties the other man works under. The advertiser has knowledge that can't be put into correspondence, and so has the publisher. When they get together and talk on advertising, each learns something that neither knew before. Last summer, for example, the Eastern and Western forces of the *Ladies' Home Journal* met in Buffalo. We invited them up to Niagara Falls to inspect our plant, and the day spent together taught us

all something about advertising and broadened our views. It confirmed my opinion that such meetings could be brought about as a national affair. This is an idea that has been next my heart for the past year. I have written to advertisers, magazine men, newspaper publishers and advertising managers in various parts of the country, and the suggestion has received sincere endorsement. They are all in favor of it. I have been very careful to say nothing about plans of organization, however, and haven't even invented a name for the association. These details must be worked out by members when the association begins to take shape. Such an association must be the tool of no clique or faction. Personalities and personal interests ought to be laid aside. Perhaps a national club would develop a social side, but it seems to me necessary that business and social interests be kept apart. Whether a single club for the whole country would be best, or a national association made up of local clubs, must be determined later. Perhaps meetings could be held as often as twice a year at some convenient point. The idea is to bring together buyer and seller of advertising space on a middle ground, for the settlement of problems and the development of methods whereby advertising can be carried on more easily and with more profit. Advertising is growing very rapidly. Mediums are expanding and multiplying. Space is growing more costly. New methods are being developed everywhere. It is necessary to have a national organization that will bring the various interests together and make each useful to all. That is the practice followed in other trades and professions. It has not been applied to advertising because advertising is so very new.

"I don't like to refer to this idea as a plan. It is simply a suggestion. Everybody concerned seems to think well of it, and now I should like to lay it before the advertising world through the pages of *PRINTERS' INK*, inviting discussion. M. Lee Starke, the New York special agent, is thoroughly

interested in the idea. We will appreciate correspondence on the subject, or suggestions as to means of making the association an actuality. Correspondence may be addressed to Mr. Starke at the Tribune Building, New York, or to me at Niagara Falls. We are both anxious, however, to avoid giving

Mr. Olmsted's suggestion outlines an organization that has no counterpart at present. The Sphinx Club, in New York, is the parent of many local advertising clubs modeled on similar lines. These are made up of advertisers, both local and general, publishers of papers and magazines, adver-



MR. ELLIS FAYETTE OLMSTED.

the impression that we are personally organizing such an association. If an organization is perfected it should be brought about by the advertising interests of the whole country, and embody the most helpful sentiment in business to-day—the spirit of 'get together.'"

tising agents, and so forth. The work of these clubs is confined to a monthly dinner or smoker during the winter. Advertising questions are discussed and some helpful information brought out, but as a rule the social side of the club overshadows the business side. This phase has aroused considerable

criticism, but as the clubs are avowedly social they can hardly be blamed for having no serious purpose. The Association of American Advertisers is composed of general advertisers, and confines its work to ascertaining circulations. The American Newspaper Publishers' Association attends only to publishers' interests, while the American Advertising Agents' Association, composed of the leading general agents of the United States, is intent only on maintaining the integrity of the agent's commission and weeding out the irresponsible parties that continually appear in advertising. The Quoin Club, New York, is an association of magazine men. There are other organizations, but all are local or confined to limited interests. The suggestion offered by Mr. Olmsted might be embodied in an association that would make life better and sweeter for everybody connected with advertising. Certainly it deserves thought and discussion.

#### NOTES.

FROM the *Star*, Schenectady, N. Y., comes a folder containing interviews with newdealers in the paper's own city, showing the extent of its daily sales.

A RATHER cheaply printed folder is sent out by J. B. Brewster & Co., Broadway and 49th street, New York. Something more tasteful and expensive is needed to talk of fine carriages.

"AHEAD of the Ticker" is a book of Wall street information couched in the form of a narrative. Published by the Serial Book Company of New York, it is sent out as an advertisement by Mallett & Wyckoff, stockbrokers, 10 Wall street.

THE meaty little periodical for foundrymen called the *Obermayer Bulletin*, published by the S. Obermayer Co., Detroit, Mich., is a year old with the September issue, and this month also marked the thirtieth anniversary of the firm.

DINING car menus are one of the minor mediums of railroad advertising, but by no means insignificant. The Mobile & Ohio Railroad issues a set of three cards handsomely embossed and bearing scenes on the cars. Sets are furnished passengers for souvenirs.

"EVENING Clothes," a handsomely printed booklet from A. B. Kirschbaum & Co., Philadelphia, has a cover by Joseph C. Leyendecker and four seated figures evidently by the same artist. Published for the retailer, the text is confined to descriptions and prices, with a foreword on evening dress and its making.

"Do You Wonder?" is a booklet from the *Evening Union*, Schenectady, N. Y., containing vital statistics and advertising information in terse form.

"SWITCHBOARDS" is the latest catalogue of the Stromberg-Carlson Telephone Manufacturing Co., Rochester and Chicago. Like all the company's literature, it is magnificently printed, while the arrangement is logical and each bit of mechanism is thoroughly illustrated and described.

THE *Citizen*, Columbus, Ohio, keeps its circulation before a few hundred advertisers by means of a monthly blotter at a cost of at least one cent each. The *Citizen* is entitled to entry in the Roll of Honor, which would seem to be the cheapest medium for accomplishing this purpose, to say nothing of its being the best.

SARGENT & COMPANY, New York, send a packet of literature used in advertising their Gem Food Choppers. The most conspicuous item is a book of advertising suggestions for dealers, outlining window displays, booths at county fairs, distribution campaigns and newspaper advertising. The company furnishes literature and electrotypes to dealers who co-operate.

A LONDON writer going over the files of old newspapers in the British Museum finds some interesting facts about circulation in the latter part of the eighteenth century. Among the curious incidents recorded is a case, ten years after the *Times* had begun to appear, where a man was fined \$25 for letting people sit in his room and read his paper at a charge of a penny each. There were no free reading-rooms in those days, and a daily newspaper was a luxury far beyond the means of the common people. In fact, the government objected seriously to cheap newspapers, and a tax, which sometimes was as high as eight cents on each copy circulated, tended to make newspapers not only dear, but few.

#### ADVERTISING EXPRESSION ILLUSTRATED.



PREFERRED POSITION.



## Advertising Agencies.

There are hundreds of advertising agencies in this country. All perform some valuable and necessary services to their clients. And they might perform such services to many other advertisers if the fact were persistently brought to the latter's attention in the columns of the *Little Schoolmaster*.

PRINTERS' INK desires to start a classified directory, listing as many recognized agencies as may see the wisdom of having a card in the representative advertising journals in the United States. Such advertisements cost ten cents per line net and are set in pearl. Count six words to the line.

### CALIFORNIA.

**CURTIS-NEWHALL CO.**, Los Angeles, California. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective designs. Good copy. Information about Pacific Coast and Orient.

**CALIFORNIA-PACIFIC COAST.**  
**C. BARNHART AND SWASEY**, 167 New Montgomery St., San Francisco. Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertisers money by advising judiciously for newspapers, billboards, wall signs, street cars, distributing, etc. Can place goods with wholesalers and retailers. Knowing Coast conditions, we can place your advertising without waste.

### COLORADO.

**THE Great West** our general field—Colorado our specialty. Hundreds of satisfied big and little advertisers who have tried us, AND ARE STILL WITH US!

Look at this: ("Just to get acquainted") Send one dollar to-day and we will place your ad of 21 words—"Agents Wanted," or similar nature—one time in the Best Four Sunday Newspapers in Colorado—combined circulation 147,000 copies—most prosperous State in Union. Each ad 7 words, 35 cents. **GLASS ADVERTISING AGENCY**, McPhee Building, Denver, Colo.

### GEORGIA.

**T. E. HANBURY**, Atlanta, Ga.—Specialty: The extensive advertising and establishing the sales of Proprietary remedies. Seventeen years' successful experience. Write for particulars.

### ILLINOIS.

**ADVERTISERS**, consult us before placing your advertising and get the benefit of 15 years of ripest experience, which is essential to all successful advertising. Our Advertisers' Pocket Guide FREE for the asking. **GUENTHER-BRADFORD & CO.** (Founded 1888), Schiller Bldg., Chicago.

**BANNING ADVERTISING COMPANY**—Main office, Marquette Building, Chicago; Eastern office, Temple Court, New York—accept advertising accounts from those who do not misrepresent their articles of manufacture; who do not ask the Banning Company to do so; who make articles against which there is no crystallized moral sentiment; who have ample capital to do as they agree to do, and who value service according to its earning power.

### MASSACHUSETTS.

**AMERICAN ADVERTISING AGENCY**, 13 Doane St., Boston. Paid up capital, \$100,000.00. In addition to U. S. and Canada, places advertising in English and Scotch papers.

### NEW JERSEY.

**AT Newmarket, N. J.**, **STANLEY DAY**, the Advertisers' Agent, furnishes estimates and executes orders promptly and systematically. In sending for an estimate inclose copy of advertisement and state the space it is to occupy and the time you propose to contract for.

All orders sent out and correspondence answered the same day as received.

### NEW YORK.

**RUDOLPH GUENTHER**, Newspaper and Magazine Advertising. Special combination lists from \$5.00 upwards, mailed on application. 106 Fulton Street, New York.

**PLACE'S ADVERTISING BUREAU**  
**PLACES YOUR ADVERTISING**  
**IN BEST PLACES**  
Established 30 years. 923 Broadway, New York

**NORTH AMERICAN ADVERTISING CO.**—Organized by advertisers to give advertisers a square deal. F. L. Furino, pres.; W. W. Seelye, vice-pres.; F. James Gibson, sec.; Master Cater son, treas., 100 William St., New York.

### PENNSYLVANIA.

**WE** plan, write and place three-quarters of the retail advertising that goes in the Philadelphia newspapers through agents. All of it is done on a salary basis—and we charge more than others. Yet during our thirteen years' business existence we have never lost a client because our work failed to bring results.

Local advertising is the severest test of ability. The retailer is not willing to wait months for results—he must have them at once. As we take only one business of a kind, the local retail field was about exhausted two years ago. Then we organized for general business, and found our training as writers of copy and makers of plans that sell goods quite as successful in the magazine as the newspaper field.

We will gladly refer anyone interested to several propositions that we have made phenomenally successful. And we can place advertising as cheaply as any deeply as we charge more than others.

**THE H. I. IRELAND ADVERTISING AGENCY**, 926 Chestnut Street, Philadelphia.

### Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

#### WANTS.

**WE** will do your Linotype composition cheap. **JAS. E. HUGHES**, Publisher, Lexington, Ky.

**CATALOGUES** and circulars printed in large quantities. **JAMES E. HUGHES**, Publisher, Lexington, Ky.

**CONTEST** letters, small or large quantities. Must be reasonably fresh. Buy or rent. "F. E. H.," Printers' Ink.

**MORE** than 225,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

**A PRACTICAL** advertising man of unique inside experience—able, determined worker—open Jan. 1. "UNIQUE," care of Printers' Ink.

**WE** want representative in each large city to solicit ads for grocery trade journal on commission. **THE RETAIL MERCHANT**, Dallas, Tex.

**WE** desire to handle good Advertising Novelties. Manufacturers will please communicate with us. **TREVETT & SHEPPARD**, Richmond, Va.

**ENVELOPES**—6½, XXX, \$1.25, 1,000. Printed with name, business and address. Cash to accompany order. **JAS. E. HUGHES**, Publisher, Lexington, Ky.

**A WRITER** solicits the writing of single advertisements. Mine are as good as the other fellow's, and cost less. Try me on a few. "PROMPT," care of P. I.

**ADVERTISING SOLICITORS** wanted. Active, bright, business getters. Good commission. Old reliable drug paper. Address **RETAIL DRUGGIST**, Detroit, Mich.

**FERNALD'S NEWSPAPER MEN'S EXCHANGE**, established 1886, represents competent workers in all departments. Send for booklet. 368 Main St., Springfield, Mass.

**A BLE** newspaper business or advertising man can secure splendid opportunity with established, first-class dramatic publication. Fine chance to secure an interest. Established corporation. "DRAMATIC," care of Printers' Ink.

**WANTED**—Agents in every town for Takanap, the new liquid naphtha soap, on liberal commission basis.

**TAKANAP SOAP CO.**, Darby, Pa.

**WE** do printing cheap. Write for samples and prices. **JAS. E. HUGHES**, Publisher, Lexington, Ky.

**WANTED**, by a reliable soap manufacturing company, an energetic and experienced advertising man to take entire charge of sales department—one who can invest at least \$3,500, to be used at his direction. Address "T. H.," care of Printers' Ink.

**PRACTICAL** advertising man, with successful record—forcible writer—10 years' experience—now managing publicity of large manufacturing concern—seeks desirable change for excellent reasons. Address, "PROFITABLE RESULTS," care Printers' Ink.

**WILL** mail the beautiful and popular waifs titled, "The Tot with the Tan-Colored Shoes," on receipt of 15 cents in one-cent stamps—for a limited time only.

**GOWERS MUSIC PUBLISHING CO.**,  
Muncy, Pa.

**WANTED**—By an advertising canvasser of five years' experience in general field east of Pittsburgh, the representation of out-of-town paper in conjunction with present publication to fill out entire time. "ADVERTISER," 1134 Park Row Building, New York City.

**A** THRIVING advertising agency in the Middle West is opening a department for designing and writing any style of advertising matter and wishes the services of a good writer and a good designer.

"MIDDLE WEST," Printers' Ink.

**ADVERTISING MANAGER**, now with large concern, seeks desirable opportunity with manufacturer or corporation. Salary \$3,000. Or would consider offer for half of his time. Broad experience and proven ability. Personal and satisfactory reasons for desiring a change. Address "123," Printers' Ink.

**WANTED** to furnish daily newsletters to daily papers within a radius of 500 miles of this city. Will take advertising space in exchange. Not a fake or a scheme to get space for next to nothing, but an honest effort on the part of an experienced journalist to serve his brethren of the press. Send particulars. Address **NATIONAL NEWSPAPER SYNDICATE**, 30 Harper Building, Washington, D. C.

**WANTED**—A first-class man in growing advertising agency—one who is thoroughly competent to handle correspondence. Must have best of reference. Can address in the strictest confidence.

"P. A. A.," Printers' Ink.

**ADVERTISEMENT WRITERS**, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

**WELLS & CORBIN**,  
Suite B, 219 Land Title Bldg.,  
Philadelphia.

**ARE YOU SATISFIED** with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

**HAPGOODS (INC.)**,  
Suite 511, 309 Broadway, New York.  
Suite 515, Pennsylvania Bldg., Phila.  
Suite 529, Monadnock Bldg., Chicago.  
Suite 1206, Williamson Bldg., Cleveland.  
Pioneer Bldg., Seattle.

**WHEN** you're feeling out of sorts—  
**WHEN** physicians and treatments  
Have failed to bring relief—  
**WHEN** your patience  
is exhausted—  
**THEN**

"**TAKE SHOLL'S PILLS AND SMILE.**"  
Or try a box first and save worry and doctor bills. Tested forty years and proven infallible for Malaria, Chills, Fever, Liver Complaints and that tired feeling. At all druggists', 50c a box. **THEY CURE** your father and grandfather—**THEY'LL CURE** their children and yours.

**MAN** to compile and edit work into which newspaper statistics largely enter. Must have grasp of detail and be willing to work. In replying, applicants should bear in mind that what they have actually done in this line will count, and should give such information.

Address "B. Z. B.,"

Care Printers' Ink.

**TO CIRCULATION MANAGERS AND PUBLISHERS.**

I organized a department for the manufacture of original paper patterns for a well-known magazine and put it on a profitable footing in less than three months' time, building up their circulation without cost and establishing a money-making department that is now paying FIFTY PER CENT on every dollar invested.

I CAN DO THE SAME FOR YOU.

For further particulars address

"FASHIONS," care Printers' Ink.

**WHEN YOUR WIFE'S DIGESTION SEEMS BEYOND REPAIR,**

and all medicines and treatments fail, get **MAN-A-GEE**, the Manganese Natural Spring Water. It immediately restores the digestion to the Weak, Debilitated and Catarrhal, the Exhausted—Physical and Nervous—the same as any well person. We are not trying to fool you. It is the simple truth. Manganese in solution does it. It is simple, tasteless, harmless. The Creator made the rose. He made this water. Man can make neither. Do not think everything advertised a fake or fraud. How else are you to be reached? Your homes cannot be invaded. Doctors are busy with their own affairs. Druggists and grocers sell what is called for. Try It Just Once for One Time. Send for booklet. Druggists, Grocers or **BEN. K. CURTIS**, Gen'l Agent, 13 Stone Street, New York.

COIN CARDS.

**\$3 PER 1,000.** Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

DESIGNERS.

**DESIGNS** and illustrations in colors and black and white for all purposes. **THE KINSLEY STUDIO**, 230 Broadway, New York.

MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 175 Vermont St., Buffalo, N. Y.

CARBON PAPER.

**NON-SMUTTING**, non-blurring carbon paper; samples free. **WHITFIELD'S CARBON PAPER WORKS**, 123 Liberty St., New York.

ENGROSSERS.

**ENGROSSING** and illuminating of memorials, testimonials, certificates, etc. **THE KINSLEY STUDIO**, 230 Broadway, New York.

BOOKLETS.

**WE** write, design, engrave and print for booklets. One talk, one cover all. **THE KINSLEY STUDIO**, 230 Broadway, New York.

LITHOGRAPHY AND TYPOGRAPHY.

**LITHOGRAPHED** blanks for bonds, certificates, etc., which may be completed by typewriting. Send stamp for samples. **KING**, 106 William St., New York.

TRADE JOURNALS.

**HARDWARE DEALERS' MAGAZINE**. Circulation 17,000. 230 Broadway, New York.

**REACH** grocers and general merchants in the Southwest through the only grocery paper there. **THE RETAIL MERCHANT**, Dallas, Tex.



ENGRAVING.

ENGRAVING. (line, half-tone, steel, wood). Lithographing and artistic printing. THE KINSLEY STUDIO, 222 Broadway, New York.

BAD DEBTS COLLECTED.

STRICTLY first-class service. Reasonable percentage. Once our patron always our patron. DAY-AND-NIGHT ADJUSTMENT ASSN., 244 Chicago Avenue, Chicago.

ADVERTISING TRANSPORTATION.

CERTAIN publications sell scalpers, advertising transportation. This means being black-listed ultimately. Our plan turns this into money honorably. MUTUAL ADVERTISING AGENCY, 317 Broadway, New York.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. WALLACE & CO., 29 Murray St., New York.

ADDRESSES.

WILL address 50,000 letters or wrappers from first-class, fresh mail-order names at \$3 per thousand. "STUDENT," Printers' Ink.

500 ADDRESSES, Jackson county, Florida. All live names. Fifty cents. W. A. MAXWELL, Marianna, Florida.

FINANCIAL.

FOR a limited period, the JOSEPH SHOLL CO., INC., recent purchasers of the proprietary medicine business of the late Joseph Sholl, proprietor of Sholl's Infalible Pills, offer a certain number of shares of the capital stock at par value, \$5.00 each. For particulars address, with stamp, JOE SHOLL CO., INC., Burlington, N. J.

TYPEWRITERS.

NEWSPAPERS may secure new \$100 style typewriters without money; unique adv. proposition. MUTUAL ADV. AGENCY 317 Broadway.

TRADE deal secured fifty typewriters: offered newspapers and periodicals, part cash, part advertising; possibly all advertising. MUTUAL ADVERTISING AGENCY, 317 Broadway, N. Y.

ANNOUNCEMENT.

GEORGE W. CRAIG begs to announce the severance of his connection with the Standard Sanitary Mfg. Co., as Advertising Manager, preparatory to entering the advertising field in another capacity. Address for the present, 200 North Craig Street, Pittsburg, Pa.

CIGARS FOR SALE.

WE will sell you a better cigar for 5c, straight than most dealers will for 10c., Imported Havana filler, Conn. binder, genuine Sumatra wrapper, Perfecto shape, 4 1/4 inches long, Union made, mild and pleasant. For 5c. we will mail a box of 12 of these cigars, prepaid to any address in the U. S., and, if they do not make good, return them and receive your money.

HARTFORD CIGAR CO.,  
1115 Main St., Hartford, Conn.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

WE would like to estimate on your half tones either for the newspaper or other work. STANDARD ENGRAVING CO., 61 Ann St., New York.

NEWSPAPER HALF-TONES.

2x3, 7c.; 3x3, 8c.; 4x3, \$1.00. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

CIRCULARS.

YOUR CIRCULARS honestly mailed; 10c. per 100; \$1 per 1,000. DANA M. BAER, Dept. X, Laverne, Minn.

PRINTING SPECIALTY.

LONG runs of printing, sheet not larger than 15x18, in one or more colors. Get our estimates. Trade orders receive discount. KING, 105 William St., New York.

ADVERTISING AGENTS.

ADVERTISERS INTERESTED IN VIRGINIA? Tennessee, N. and S. Carolina, Georgia and Alabama, can secure valuable information by stating their wants to GARNES SOUTHERN SPECIAL ADVERTISING AGENCY, Charlotte, N. C.

BUSINESS OPPORTUNITIES.

THE MAIL-ORDER WAY  
THE ONLY WAY

TO MAKE MONEY. It is an inviting, legitimate and congenial business. Subscribe to the Mail-Order Journal. In six years it has put hundreds next to making money. Three months' trial, fifteen cents.

LOUIS QUENTHER,  
Room O, Schiller Building,  
Chicago.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list.

BASSETT & SUTPHIN,  
45 Beekman St., New York City.

DESK CALENDARS—Size 5x7, rich mist-grey mat board backs, two color pads with large figures. Space for ad measures 3 1/4 x 1 1/4 inches. This is certainly a beautiful and effective little calendar, and the price, including your ad, is only \$1.00 per thousand. LOUIS FINK & SON, 5th above Chestnut, Philadelphia.

PUBLISHING BUSINESS OPPORTUNITIES.

A YOUNG man with \$25.00 or a little less, wishing to build a fine weekly publishing business in great city, can learn of a splendid opportunity. EMERSON P. HARRIS, 233 B'way, N. Y.

I CAN offer good publishing opportunities at the following figures. Annuals, \$1,000, \$1,500, \$2,500; Monthly, \$300, \$350, \$500, \$1,000, \$1,500, \$2,000, \$3,000; Weeklies \$7,000, \$10,000, \$15,000, \$20,000; and there are many others each good for the right buyer. EMERSON P. HARRIS, 233 Broadway.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,

151 Water Street,  
Brooklyn, New York.  
The largest maker of Tin Boxes outside of the Trust.

PRINTERS.

BOOKLETS by the million. Write for booklet. STEWART PRESS, Chicago.

CATALOGUES printed in large quantities. Write STEWART PRESS, Chicago.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

REDUCE EXPENSES—Bond letterheads, printed in good taste, at 3c cents per 1,000. Samples. TIMES Ptg. HOUSE, Cohocton, N. Y.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 16 Vandewater St., New York.

WE make a specialty of 16 or 32 booklets in runs of from ten to one hundred thousand. Get our prices. We pay the freight. W. M. MITCHELL PRINTING CO., Greenfield, Indiana.

## HOUSE-TO-HOUSE DISTRIBUTING.

WE make an honest, intelligent house-to-house distribution of advertising matter of all descriptions throughout the entire United States. We employ only reliable, experienced, local men, who personally supervise each distribution.

We positively guarantee the service and cheerfully make good where contract is violated. Ten years' experience in handling national contracts.

We are placing millions of pieces monthly for leading general advertisers to whom we can refer you. Pleased to answer inquiries and map out a distributing campaign.

Address MAIN OFFICE WILL A. MOLTON DISTRIBUTING AGENCY, 443 St. Clair St., Cleveland, Ohio.

## PREMIUMS.

YOU can secure \$100.00 quickly for your church deficiency or your mortgage debt, or you can buy your own premiums, by our new plan. Write us.

TAKANAP SOAP CO., Darby, Pa.

LYON & HEALY'S NEW PREMIUM CATALOG, now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$50.00 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. PREMIUM CLERK, Lyon & Healy, 100 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready; free. S. F. MYERS CO., 42w, 45-46 53 Maiden Lane, N. Y.

## PUBLICATIONS.

AN ADVERTISING EDUCATION is one powerful aid to money making. But it is not the ONLY factor.

## FINANCE!

is the higher branch of business education and a knowledge of its principles is essential to a comprehensive grasp of business affairs.

"BUSINESS AND FINANCE" is a monthly publication, dealing with the financial side of modern business. It explains the workings and the advantages of ORGANIZATION, CONSOLIDATION and INCORPORATION, teaching the practical application of the knowledge gained, to your financial benefit.

Subscription, \$1 per annum.

Sample copy, 10 cents.

Send your subscription to-day to THE BUSINESS & FINANCE PUBLISHING COMPANY,

154 Hudson Building, New York, N. Y.

## ADVERTISING NOVELTIES.

PAPEROID Pocket Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINK & SON, 5th above Chestnut, Philadelphia.

## COAT HANGERS—NEW STYLES.

Specially adapted for permanent advertising purposes. Prices attractive.

BELMAR MFG. CO., Canton, Pa.

A BRIGHT steel nail file, \$30 per thousand. Turned toothpick in each, \$20 per thousand. Samples of each in leather cases, 10c. Agents wanted. J. C. KENTON, Owego, N. Y.

CELLULOID blotters cost more than ordinary ones do, but they bring results where the others fail. Write for samples and prices. THE BALTIMORE BADGE & NOVELTY CO., 233 Broadway, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

"LITTLE TRAVELER" (catalogue), 1001 advertising novelties in wood, tin, leather, aluminum and paper; two 5c. stamps; request on printed stationery. SOLLIDAY NOVELTY ADVERTISING WORKS, Knox, Indiana.

FOR Premiums and Advertising purposes, we have an article of rare merit, for men's and boys' wear. We wish to get in touch with a firm who can handle our entire production of five hundred thousands to ten hundred thousands, during the year of 1904. G. F. COATES CO., Uncasville, Conn.

## ILLUSTRATORS AND ILLUSTRATIONS.

ILLUSTRATING, designing, etc., for covers, book-plates, and crests. THE KINSLEY STUDIO, 230 Broadway, New York.

## ADVERTISING TO THE TRADE.

IF you want to wake up your trade with a mail-series of cards or folders, entirely out of the ordinary, write to us. The advertising force of a mail-series is largely cumulative. We will not accept an order for less than six pieces. You could not get satisfactory returns by sending only one. We are not after the immediate dollar, but clients who will stick to us.

Let us know what you want to push and the number of concerns you want to reach. We will tell you how much we think you ought to spend, and show samples of the sort of matter we will furnish. A mail-series is not suitable for retail advertising.

The H. I. IRELAND ADVERTISING AGENCY, 325 Chestnut Street, Philadelphia.

## ADVERTISING MEDIA.

25 C. an inch puts your ad in ANTBODY'S MAGAZINE, Peekskill, N. Y.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

25 CENTS for 30 words 5 days. ENTERPRISE, Brockton, Mass. Circulation, July, 9,000.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

WRITE to us about "5 Business Bringers." THE RELIGIOUS PRESS ASSN., Phila., Pa.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

POULTRY NEWS, 25c. year; ad rate, 70 cents an inch display. Circulation, 7,500 monthly. WILLIAMS & METLAR, New Brunswick, N. J.

DRY GOODS REVIEW, 506 Security Bldg., Chicago, goes to country merchants. Sworn circulation, 3,000; adv. rate, \$1.50 an inch, 15c. a line.

THE PROGRESSIVE MONTHLY, Indianapolis, Ind. Best medium for those wanting to reach agents or the mail trade. Rate, 10c. Copy on request.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 50,000 copies, rate 30 cents a line. Forms close the 25d. Ask your agency about it.

PRACTICALLY without competition in a business and residential section of 50,000 inhabitants. Display, 25c. per inch. Readers, 10c. per line. The "REFLECTOR," 41st St., Brooklyn.

GUARANTEED circulation, 11,000 monthly. Rate, 5 cents a line (seven words); 70 cents an inch; cash with order. Sample free. THE WELCOME VISITOR, 392 N. Troy St., Chicago, Ill.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

5 CENTS an inch puts your ad one time in the SPRINGVIEW HERALD, Keyapaha Co., Neb., weekly. Reaches farmers, stockmen, bankers, merchants. The Christmas HERALD will be one of the finest.

ADVERTISER'S AID, 164 La Salle St., Chicago, Vol. V., is completed with November, '03. Gives advertising rates of 400 leading newspapers, corrected to Nov. 15, '03. Yearly subscription 55c.; sample 5c.; stamps taken. 5,000 circulation to advertisers each issue.

IF you want to reach the cotton and cotton oil trade of America, use the GIBBER and MILLER, Memphis, Tenn. This is a high-class trade and heavy buyers of all kinds machinery and machinery supplies. If you want to keep posted on cotton and cotton oil, subscribe for it. Three dollars per year. Write for sample copy and ad rates.

100,000 GUARANTEED circulation, 25 cents a line. That's what the PATHFINDER offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

MAIL ORDER BUSINESS.

MAIL-ORDER articles, best cut, just out  
DARLING & CO., 68½ N. Clark, Chicago.

AGENTS—MAIL ORDER FIRMS—Our new 1924  
page wholesale catalogue just out "Free."  
FRANCIS CO., 225 Dearborn St., Chicago.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited,  
of 17 Spruce St., New York, sell more mag-  
azines cut inks than any other ink house in the  
trade.  
Special prices to cash buyers.

T TYPE MACHINERY SUPPLIES

Now RUNNING.  
3x30 Cottrell 2-Rev., air cushions, tapeless de-  
livery, table distribution.  
3x30 Campbell 2-Rev., table distribution, front  
fly delivery.

3x30 Cottrell Drum Cylinder, air cushions,  
table distribution, tapeless delivery.  
Two-horse power Otto gas-engine, with tank,  
good running order. Price, \$125.

And many others. Let us show your want.  
CONNER, FENDLER & CO.,  
Warehouse, 55 Beekman St.; Shop, 32-43 Gold St.,  
Manhattan.

FOR SALE.

L INOTYPE for sale. First-class condition.  
Address "B. M. M." care of Printers' Ink.

BARGAIN—Four and eight-page Scott perfect-  
ing press, with full modern stereo outfit.  
Address TRIBUNE, Oakland, Cal.

B EFORE purchasing cylinder presses, job  
presses, paper cutters, type, material, kind-  
ly send for bargain list. RICHARD PRESTON,  
187L Oliver St., Boston.

FOR SALE—Robert Dick malleable with extra  
blades and parts: total cost, \$23.50. Good as  
new. Make cash offer. A. HOLCUMB, 3310 Tracy  
Ave., Kansas City, Mo.

42 X 60 POTTER TWO-REV.: will print 4  
pages of a 7 or 8 col. A first class  
press for book, job or newspaper work. RICHARD  
PRESTON, 187L Oliver St., Boston.

H OE DOUBLE CYLINDER, with or without  
folders attached; will print 4 pages of a 7-  
col. 8-page; speed, 5,000 to 4,000 per hour. Will  
trade in part payment. RICHARD PRESTON,  
187L Oliver St., Boston.

C OX Duplex Press, 6,000 per hour. New two  
years ago. Our growing circulation de-  
mands a press with four times our present  
capacity. Write us if you want to buy or sell.  
"DISPATCH," Norfolk, Va.

FOR SALE—Caligraph, fine condition, linotype  
keyboard (special). Cost \$46. Does perfect  
typewriting and teaches use of linotype keyboard  
quickly. Make cash offer. A. HOLCUMB, 3310  
Tracy Ave., Kansas City, Mo.

FOR SALE—High-grade magazine (music, so-  
ciety and the stage) with good circula-  
tion. Reasons for selling, interests in other  
business too great to take care of it. Address  
"MAGAZINE," care Printers' Ink.

SIMPLEX typesetting machine for sale at a  
bargain; used only a short time; good as new;  
just the thing for a country office. Address  
GEO. G. BATES,  
225 Dearborn St., Chicago, Ill.

E VERY theatrical entertainer, professional or  
amateur—every person who wants a book  
containing the cream of the parodies, mono-  
logues, sketches and comedies used on the vaude-  
ville stage—should send for MADISON'S BUDGET;  
9th edition just out; \$1 per copy; contains also  
hundreds of original jokes and stories, comic  
testimonials and epigrams, poems, hints for go-  
ing on stage, etc. "Money back if you want it."  
JAMES E. MADISON, 1404 Third Ave., N. Y. City.

ADVERTISEMENT CONSTRUCTORS.

IF you want live ads, address J. GREENBERG,  
113 Floyd St., Brooklyn, N. Y.

100 WOOD ads for a grocery store \$1.00  
BAIT PUB. CO., Toronto, Can.

THE best ad for selling toys, 50 cents. ED  
THE ADWRITER, Room 4, 50 Main Street,  
Waterville, Me.

FRED. W. KENNEDY, 39th and Langley, Chi-  
cago, writes advertising—your way.

WHEN fishing for the holiday trade, be sure  
your bait is good. JAMES J. NORMILE,  
Station F, Boston.

SPECIAL cuts and special writing for every  
retail business. Very low rates for St. ART  
LEAGUE, New York.

PRACTICAL, common-sense, business-bringing  
advertisements written. ESTELLE BLEY-  
THIN, 3, 22 Munn Ave., E. Orange, N. J.

BENJAMIN SHERBOW, 3145 Euclid Avenue,  
Philadelphia. The making of the better  
sort of Business Literature exclusively.

ONLY writer of exclusively grocery advertis-  
ing. Samples free.  
CHARLES G. GROFF, Bryan, Ohio.

HENRY FERRIS, his [FF] mark.  
918-920 Drexel Building, Philadelphia.  
Advertiser and business adviser. Write.

MY GROCER'S ADVERTISING makes his  
products taste good to the housewife.  
F. H. LOVEJOY, Box 1, Roslyn, Pa.

ORIGINAL, catchy ads are productive of busi-  
ness. That's the kind I write, and at rea-  
sonable prices. DALTON E. LEDNUM, 2249 N.  
30th St., Philadelphia.

NO poetry, no freaky sketches, no circus pos-  
tors. Nothing but sensible, clear-cut, believ-  
able talks. L. FINK, 16 South Fifth St., Philadel-  
phia. Booklet free—postals "noticed."

TRADE winning booklets, catalogues, mailing  
cards, prospectuses, form letters, etc., writ-  
ten, illustrated, printed. Write for free booklet  
"How We Help Advertisers." SNYDER, JOHN-  
SON & HINDMAN, 904 Tribune Bldg., Chicago.

"HOW can I make a mail order business pay?"  
A 32-page answer to this important  
question. The first chapter is, "Making It Pay  
From the Start." Takes up every phase of the  
mail-order business—ads, follow-up letters, book-  
lets, circularizing plans, reworking schemes,  
etc., for medical, merchandise, financial, agents',  
premium, religious, occult science and other  
mail-order business. Full of valuable informa-  
tion to "old timer" and beginner. Sent free to  
any one sincerely interested. Address EUGENE  
KATZ, 503 Boyce Building, Chicago.

MY SPECIALTY IS ADVERTISING FOR  
MANUFACTURERS AND WHOLESALE.

If you wish to exploit some product and do  
not know what methods to pursue, I will lay out  
a plan of campaign, using media and methods  
which seem best adapted to the purpose. If you  
have a well-defined plan of your own, I will sup-  
ply you with the necessary advertising literature  
—good, live modern matter that will HIT. My  
booklets, "YOUR VOICE CAN NOT REACH  
EVERY HOOK AND CORNER OF THE LAND"  
and "SELLING MORE GODS," tell more about  
my methods. Write for them. EDMUND BART-  
LETT, plans and high grade literature for ad-  
vertisers, American Tract Bldg., New York City.

I MAKE a specialty of small CIRCULARS,  
BOOKLETS and FOLDERS for inclosure with  
your regular correspondence. Short, quickly  
read, pertinent things best capture the attention  
of the always busy class to whom you look for  
patronage. A few good cuts—if illustrations are  
necessary—a crisp, concise, interesting telling of  
your story, without any superfluous padding,  
may be so combined with a novel and tasteful  
type treatment as to be exceedingly profitable.  
Would you like to see samples of such work? If  
so, and your inquiry suggests possible business,  
I will be pleased to mail you quite a lot. Postal  
cards will not be noticed.

No. 4. FRANCIS I. MAULE, 402 Sanson St., Phila.

THE business man who neglects any means to  
get in all the results from his advertising  
uses the same poor judgment as the farmer who  
leaves part of his crop in the field to rot; the  
harvest is never complete until the ground has  
been thoroughly raked. The follow-up letters  
are the gleaners—the more skillfully they are  
written the larger the yield. I have been writing  
business-getting letters for ten years, but my  
best recommendation to you will be the work I  
will do for you if you have me prepare your  
copy. I write interesting booklets and resultful  
advertisements also. Address  
FRANCIS WINDSON,  
491 LaSalle Avenue,  
Chicago.

## Largest Circulations.

AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

### INDIANA.

The *Bulletin* has a higher circulation rating than is accorded to any other paper in Anderson.

### NEW JERSEY.

The *Advertiser's Guide*, Newmarket, is one of the only seven advertising publications that has credit for 5,000 copies. Sample free.

### NORTH CAROLINA.

The *Charlotte News* has the "highest actual average circulation rating, in figures, in the 1903 issue of the American Newspaper Directory of any daily in North Carolina."

### TEXAS.

The *Weekly Sentinel* has a higher circulation rating than is accorded to any other paper in Nacogdoches.

### QUEBEC.

The *Family Herald* and *Weekly Star* has a higher circulation rating than is accorded to any other paper in Montreal.



Advertisements under this heading are 3 cents a word, subject to approval of its editor. Address copy and remittances to Editor ODDITY Column.

JOHNSTON'S big postal card. A real oddity and a famous business bringer. Sample free. WM. JOHNSTON, 45 Rose St., N. Y.

BOOK-LOVING STENOGRAPHERS can have absolutely free one new novel per month, their own selection, by enrolling their names with our League. No dues or expenses. STENOGRAPHERS' LITERARY BUREAU, Room 616, 125 Liberty St., New York.

## NOTES.

The *Century* issues a small brochure outlining features for the coming year.

The Bartha Press, Boston, sends out a folder entitled "Reliance" which is well illustrated in the style of Maxfield Parish.

"You Did it Last Week" is a pointed folder about the Simplex-One-Man Typesetter, made by the Unitype Company, 150 Nassau street, New York.

The latest mail order catalogue of Rex shoes, made by B. Rosenberg & Sons, New Orleans, is a twenty-four page booklet showing styles and giving all necessary information.

From David Adler & Sons, Milwaukee, Wis., comes their fall and winter "Fashion Suggester," showing a line of men's clothing for all occasions. It is accompanied by some excellent trade journal inserts.

The Cleveland Rubber Works, Cleveland, Ohio, is mailing a series of effective cards describing Jupiter and Saturn packing, reaching engineers. Copy and designs by Seth Brown, the Cleveland adman.

The *Morrison Magazine* is an occasional periodical published in the interest of the Advance Argus Co., printers, Greenville, Pa. It contains interesting matter and pictures, but the name of the firm is not so prominent as it should be to bring the best results.

## IN LINN CREEK, MO.

LINN CREEK, Mo., Nov. 16, 1903.  
Mr. Geo. P. Rowell & Co.

Kind Sirs—Permit me to say to you that I am going to launch a magazine January 1st, 1904. If the Lord will (being a minister, we use this term), and I want all the advertising I can get that is legitimate. The magazine will be mostly suited to young folks. You can send me a list so I can make a selection. It will be 5½x8 in. 2 col. magazine, and our rates will be 90 cents per line, \$150 per page, \$75 per half page or col., \$40 per half col. No discount for less than six months, but on six months or more six per cent discount will be given. We will issue 50,000 for January and will then put out many more. It is for missionary work, as that is my business, and our magazine will contain the best literature that the world can produce, and we will call it *Shepherd's Missionary Magazine*. I want 100 pages of ads and not a bad one. Write me at once.

Yours for success,

ELD. B. F. SHEPHERD.

P. O. Box 126.

It is almost a wonder that every clergyman does not start a magazine. It is as easy as converting a Chinaman.—Ed. PRINTERS' INK.

## NOT TO SIGN A LETTER IS NAUGHTY FOR A GIRL.

CLEVELAND, O., Nov. 20, 1903.

Editor of PRINTERS' INK:

There happened to be an old copy of PRINTERS' INK on my desk, dated October 28th of this year, and my eye lighted on that article on page 40, headed "What Becomes of Good Advertisers when they die."

Though only a girl, and not knowing much about ads and advertising, I couldn't suppress a chuckle at that reference to Mr. Beeman, the chewing gum man. Of course, that dear old soul is alive, and he isn't so very old either: I don't suppose he is more than fifty-five now. He is a familiar face about town here, and I believe is as enthusiastic a yachtsman as ever, and very far from dead, let me assure you. I just wonder what he would think if I were to cut out that article and mail it to him—I have half a mind to, anyway. It would certainly startle him, of that I am more than sure. I guess the reason that article appealed to me so forcibly was because he is the very image of my revered papa, and the funny experiences my father has had with people who imagined him to be the gum man are numerous.

Is this reply impertinent—for a girl? But the spirit possessed me to write, and I could not say it nay. G. L. W.  
47 Holyoke Place, Cleveland, O.

## FIFTIETH WEEK.

In response to the weekly ad contest, now in its fiftieth week, thirty-five advertisements were received in time for report in this issue of PRINTERS' INK. The one reproduced below was deemed best of all submitted. It was sent in by Roy V. Rice, 310 Thirteenth street, Milwaukee, Wis., and it appeared in the *Pioneer Press*, St. Paul, Minn., of November 10, 1903. A coupon was mailed to Mr. Rice, as provided in the conditions which govern this contest, viz.: Any reader may send an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send what seem to be good



Common Soda Crakers—fingered from the time they leave the baker till you get them in a bag,

**OR**

Unneeded Biscuit in the In-er-seal Package with all that the In-er-seal Trade Mark means—sealed tight, kept right, from the oven to the table.

*Which will YOU have?*

NATIONAL BISCUIT COMPANY

advertisements. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name and the name and date of the paper in which the ad had insertion.

## COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.  
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,  
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR ETHRIDGE.


A very important thing in the illustration of advertising matter is the prominence which should be given the article advertised, or the thing or figure which tells the story, and the subordination, if not elimination, of everything else.

If you are advertising a chair, it is highly important to show the chair, and if you attempt to show all the rest of the furniture of a room you may get a pretty picture, but the chair is lost, and the entire

In the advertisement here reproduced and marked No. 1 the man who is suffering from Sarsaparilla Symptoms isn't suffering nearly as much as he would if the table, the chair and the screen were left out.

By leaving them out you not only focus attention on the man and his sufferings, but you have more room in which to show him up in the strongest possible way—as in cut No. 2.

The temptation of the artist to



**Sarsaparilla Symptoms.**

Can't work, can't sleep, can't eat; feel irresolute and unsettled. What's wrong? The blood. Energy, sleep, appetite will return if you try a course of

**Ayer's Sarsaparilla.**

Send for the Curebook. Free. J. C. Ayer Co., Lowell, Mass.

No. 1

purpose of your advertisement is defeated.

The most successful illustrations are those which give most prominence to the central idea.

If you wish to convey the impression that a man is thoroughly enjoying a good cigar, show the man and the cigar, but leave out everything else. If you introduce a group of his friends, or show the details of the room in which he sits, you are drawing attention away from the point you are trying to make.



No. 2

make a finished picture is a very strong one, and he is pretty apt to yield to it if permitted to do so.

A certain piano has been advertised extensively in the magazines by means of full page ads, composed almost entirely of pictures of beautiful rooms with pianos in them, the rooms being worked out in the most careful, painstaking manner so that every detail of the furnishing and decoration was shown. The pictures are very beautiful indeed, but the piano stood mighty little chance.



# CHRISTMAS

## Diamonds on Credit

**There is Nothing** that would please a loved one more at Christmas than a beautiful Diamond ring, brooch, earrings, locket, or a Diamond-studded watch. Neither is there anything so easily obtained.

**How?** Write to-day for our beautifully illustrated Catalogue, and from it select any article that you would like to use as a Christmas remembrance, or perhaps wear and own yourself. Your selection will at once be sent on approval to your home, place of business or express office as you prefer. There are no charges for you to pay, no risk, and no obligation to buy. If the article pleases you and you do decide to buy it, you simply pay one-fifth of the price and keep it, sending the balance to us in eight equal monthly payments. If you decide not to buy, return the article at our expense. We pay all express charges whether you buy or not.

**We Are the Largest House** in the Diamond business.

We are also one of the oldest—Est. 1858. We refer to any Bank in America—ask your local bank how we stand. They will refer to their Commercial Agency books and tell you that we stand very high, and that our representations may be accepted without question.

**Our Guarantee Certificate** given with every Diamond is the strongest ever issued by a responsible concern. Our exchange system is the most liberal ever devised, for it permits you to return any Diamond bought of us, and get the full amount paid in exchange for other goods or a larger Diamond.

**To the Cash Buyer** of Diamonds, we have a proposition to make which is thoroughly characteristic of our house. It is nothing less than a written agreement to return all that they pay for a Diamond—less ten per cent, at any time within one year. Thus, one might wear a fifty-dollar Diamond for a whole year, then send it back and get \$45.00, making the cost of wearing the Diamond less than ten cents per week. Smaller houses cannot follow us in this offer, for their smaller business will not permit them to make sales on a ten per cent basis.

**There can be no more favorable time than the present for making a Diamond purchase. Prices will advance at least 20 per cent within one year. Dealers generally are agreed in this opinion.**

## LOFTIS BROS. & CO.

*Diamonds—Watches—Jewelry*

**Dept. P-179, 92 to 98 State St., CHICAGO, ILL.**

*Write to-day for Catalogue.*





### THE PROBLEM IS HOW TO TAKE CARE OF RESULTS.

I object to the term "advertising expense." Right advertising is not an expense and never was. It is an investment, a business endowment policy, which, almost from the start, can be made to pay its own premiums and a large profit besides accumulating a fund that guarantees the advertiser every dollar of his investment.

After some twelve years of constant application to advertising and the expenditure of many hundreds of thousands of dollars, I do not cease, to this hour, to be amazed at the unfailing result of all advertising that is in any sense well conceived and directed. It seems to me the most perplexing thing is to prepare for the business that advertising brings. In many lines of manufacture rapid expansion and reorganization are difficult. This is the constant problem of the firm that advertises intelligently.—Geo. L. Dyer, in *Mahin's Magazine*.

### FAT-FISTED METHODS OF ADVERTISING.

There is no denying the fact that intelligent advertising is still the exception or that most of the large users of space go at it blindly, trying first one plan and then another until they chance upon a campaign that makes a hit. They have great general faith in publicity as a "good gamble," but evidently little conception of it as an exact science. They do not yet understand it as a force to be directed with economy and precision. Most of them that stay at it long enough flounder into success but at an expense that is quite unnecessary.

It is remarkable what has been done—what is still being done—without brains, without taste, by the sheer force of crude publicity, the brutal paying out of money for space. Better results could often be had for much less money. But some business men and most boards of directors would rather pay for space than for brains; it is more tangible, they understand it better.

I cannot think of a single instance of so-called Trust advertising that is not being done this trifling way.—Geo. L. Dyer in *Mahin's Magazine*.

### THE VALUE OF EVERLASTINGNESS.

The man who sticks to one subject until he has made an impression may be monotonous and often tiresome, but he usually makes the impression that he desires to make, and in the end convinces others. The boy, in the poem, which is such a favorite with after-dinner elocutionists, had nothing to say but "Excelsior," and kept right at it until he arrived. Possibly in these days he would say "Ostermoor" instead of "Excelsior." It all comes to the same thing.—*Ridlon's Representative, Frank Ridlon Co., Boston.*

### Displayed Advertisements.

Must be handed in one week in advance.

### National Advertisers

wishing information about members of the Associated Billposters and Distributors of the United States and Canada, write

**CHAS. BERNARD, Sec.,**  
Tribune Bldg., Chicago, Ill.

### CIRCULAR LETTERS

WE MAKE THEM.

Our circulars imitate the typewriter to perfection. We are also printers for everything you may need. May we send you samples? They are free. Enclose stamp when asking estimate.

**THE SMITH PRINTERY, Warsaw, Ind.**  
Dept. B.

TO THE

### HARTFORD TIMES

The American Newspaper Directory for 1903 accords the largest

**DAILY CIRCULATION IN CONNECTICUT**



### Normal Instructor and World's Events

Control the trade of

**200,000**

**Of the Best Mail-Order Buyers in the World.**

Your advertisement in these publications will bring you your share of this trade. Specimen copies and advertising rates sent on request.

**F. A. OWEN PUBLISHING CO.,**  
DANVILLE, N. Y.

## CANADA.

CANADIAN ADVERTISING is best done by THE  
DEBARTIS ADVERTISING AG'Y, Montreal.

SINCE 1822

## The New England Farmer

has been the leading Agricultural paper in the New England field, and to-day, under a new and able management, it is more than ever the leader. It is the only journal thoroughly covering the Live Stock, Dairy and Grange interests in this field, and aims to please the women folks as well as the men. *As an*

## ADVERTISING MEDIUM

THE NEW ENGLAND FARMER—dollar for dollar—is the best proposition in New England. It has a well paid circulation of 15,000 copies weekly, and reaches a progressive, up-to-date class of farmers. Only advertisements of reliable firms are accepted at any price. If you want to reach the Best Farming People in New England—Get into the Best Paper. For sample copies, rates or other information, address

The New England Farmer,  
Brattleboro, Vt.

## MILLIONS!!

of dollars' worth

of American goods are sold direct to merchants in **BRITISH COLUMBIA**. Do you want a share of this trade?

## The Colonist

Established in 1858.

VICTORIA, B. C.

*"Covers the entire  
province."*

## SUBSCRIPTION RATES:

Daily (including Sunday),  
\$6.00 per year.

Semi-Weekly, \$11.00 per year.

The Colonist Printing and  
Publishing Co., Ltd.

VICTORIA, B. C.



## Ideas and Suggestions for Advertisers.

A good many advertisers have their own print shops or their own set printers, and think they are far more capable of writing their own advertising than anybody else can possibly be.

Such men feel quite capable of carrying out ideas, but frequently confess a scarcity of ideas.

If you belong in this class and will tell us your story, we will for a moderate fee make a study of the situation and suggest original and novel things to do, and give you our ideas as to how they should be done.

Of course, we shall try to convince you that it would be wise for you to commission us to complete the work, but you do not have to be convinced, unless you want to.

At any rate, we can start you right.

Don't forget that we write, illustrate, engrave and print everything that comes under the name of advertising.

### THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

# The Best School

## Special Offer.

The special offer in the fourteenth week is twofold:

1. Anyone sending *Three Dollars* can have PRINTERS' INK for a whole year if the amount is sent between **Now** and **December 31, 1903**. This offer is for the purpose to enlist young men and women as subscribers to a paper which constitutes the best and most practical advertising school in this country.

2. Anyone sending a check for **Twenty Dollars** between *Now and December 31, 1903*, can have a paid-up subscription to PRINTERS' INK for the term of ten years. Or, he may send PRINTERS' INK for one year to **ten** different parties. This offer is for the purpose to assist wholesalers, publishers and mail order dealers to get PRINTERS' INK cheaply into the hands of prospective advertisers or clerks, who, if they studied PRINTERS' INK would become more useful assistants in the course of time.

**BOTH OFFERS ARE GOOD  
TILL DEC. 31, 1903,  
AND NO LONGER.**

**Special  
Offer**

14TH WEEK.

## **"Like the Cat"-- Came Back.**

We have not tried your inks for some time, but, like the cat, have "come back."

HERALD, Wellsburg, W. Va.

We are having bad luck with our inks lately, and the inks we used of yours always gave us satisfaction, so we wish you would send us some more.

W. R. BAXTER, Chatham, Ont.

I am ready now to go back for keeps to a money-back-if-it-don't-suit ink man. When your ink arrives shall celebrate by making a bonfire of the 75 lbs. of the other fellow's ink I still have on hand.

STANDARD, Holley, N. Y.

Many publishers and printers throughout the country are so carried away by the promises of the glib-tongued ink salesmen, that they believe almost any story told to them. The idea of not having to send the cash in advance acts like a bait, but when they find the inks are not up to the standard, and complain to the credit ink houses, they are politely informed that the ink must be all right, as thousands are using it. Mr. Hayden, of the Holley, N.Y., *Standard*, was one of the victims, having ordered from an acquaintance, and even though he offered to pay the transportation charges both ways if they would exchange the ink, his request was ignored. This is not my method of doing business. Every ounce of ink is guaranteed, and when the purchaser feels that he is not thoroughly satisfied with his bargain, his money is refunded, along with the cost of transportation. Send for my new price list, containing valuable suggestions for the press-room.

Address

**PRINTERS INK JONSON**

**17 Spruce St., New York.**



### THE FARMER'S SOLILOQUY.

It ain't so very long ago since Ma made all our clothes,  
An' Grandma sat each evenin' a-knitin' mitts an' hose,  
An' the poddler brought our pots an' pans an' all that sort o' stuff,  
An' when we needed other things — the store was near enough.  
But, by Gosh! that's all changed nowadays; if you ever want a pail,  
You sit down an' write a letter; you can git it now by mail!

So far as I can see, it makes no difference what you wish —  
A line for hangin' up the clothes, a pot fer cookin' fish,  
A trunk, a bed, a candlestick, an oil cloth for the floor,  
A box o' writin' paper or a spring-lock for the door —  
If it's sold an' airt these advertisements put you on the trail;  
You look it up in **COMFORT**, an' order it by mail.

An' in **COMFORT** it ain't only things to use an' eat an' wear —  
There's stuff for dressin' chickens, an' there's stuff for growin' hair.  
There's every sort o' cure, in bottles and in pills,  
For every darn affliction in the list o' human ills.  
Say, I almost think if our old boss should go an' lose his tail  
I could find some man in **COMFORT** that could send him a new one by mail!

It's the same right through the list o' things you have to have to live,  
From a rubber-tired buggy to a nickel-plated stove;  
From a pair o' Arctic rubbers to a patented glass-eye;  
From a book o' homespun sermons to a red an' yellow tie.  
If you wanted plain salt codfish, or a living speedin' whale,  
I'll bet some chap in **COMFORT** could sell ye both by mail!

## COMFORT

is the Leading  
Mail Order  
Monthly.

It is edited and  
published entirely  
for the country  
people — those  
who by force of  
circumstances are  
compelled to  
buy by mail.

**Comfort** goes each  
and every month to  
over *One Million*  
and a Quarter  
individuals, which  
is equivalent to  
six million readers

No mail order  
advertiser can  
afford to omit  
**Comfort** from his  
list.

Ask any  
Advertising Agent  
about **Comfort**  
or write  
W. H. Gannett,  
Pub. Inc.,  
Augusta, Maine,  
or either of the  
branch offices in  
New York  
and  
Chicago.